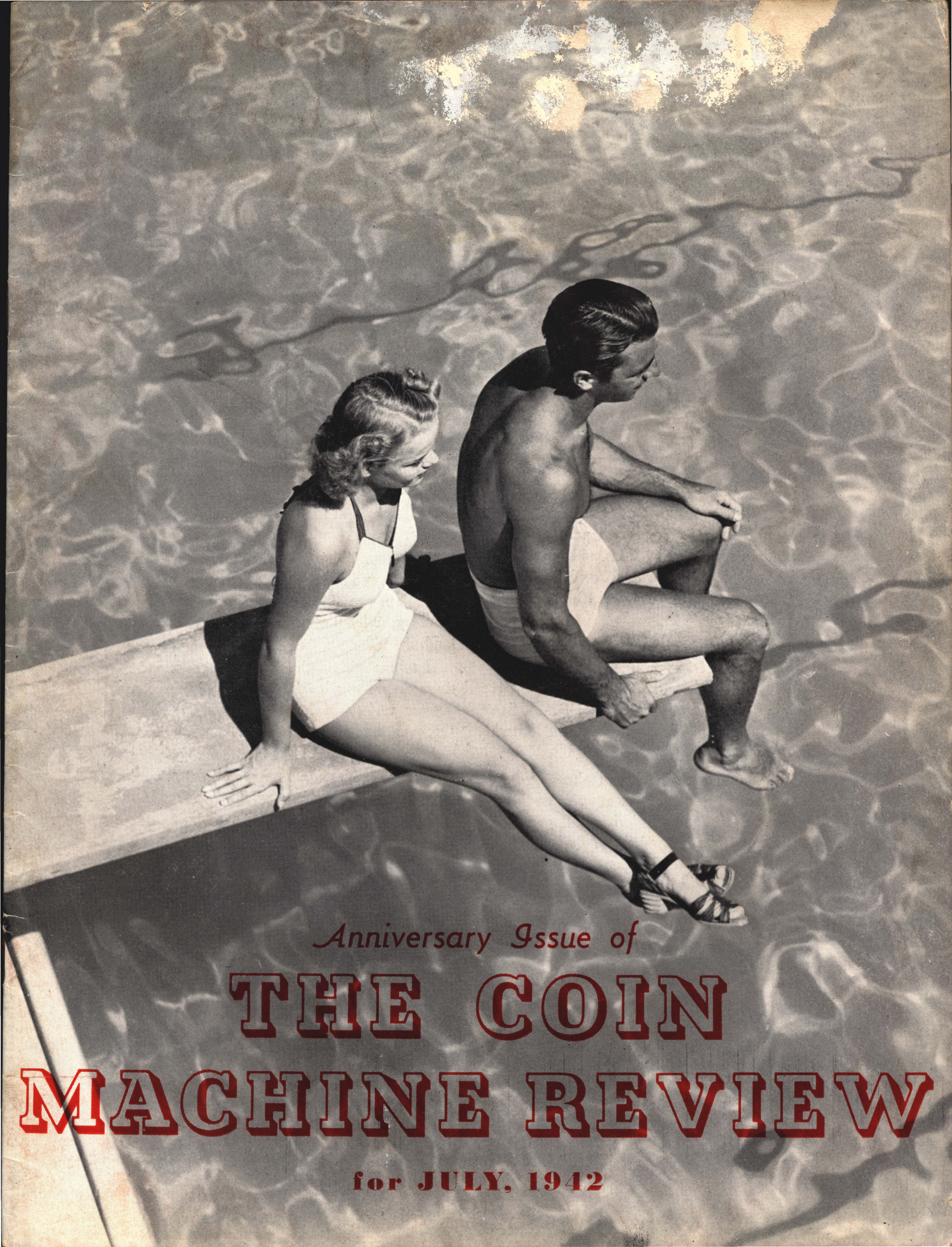

Anniversary Issue of

THE COIN MACHINE REVIEW

for JULY, 1942

"The nation now, as in 1917, *will need the wholesome tonic of recreational travel as one of the greatest maintaining forces of national morale."* — Statement by United States Travel Bureau of the U. S. Department of the Interior.

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HOTELS OF SOUTHERN CALIFORNIA are doing their part in this great national cause by maintaining normal facilities and operations in every department for the use of Americans seeking mental and physical release from strain and fag.

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There are no rations of fun at the fine resort hotels located on the desert at Palm Springs; by the sea at Coronado, Carlsbad, Laguna, La Jolla, Santa Monica and Santa Barbara; and amid the beauties of Pasadena, Beverly Hills and Riverside. Health and energy still bubble from the earth at the famous mineral springs resorts.

Golf, tennis, riding, swimming, cycling, badminton and a multitude of other sports and recreations are still to be enjoyed every day of the year by the visitor to this sun-blessed land.

Hotel rates in Southern California will continue at pre-war levels. Nowhere is there a greater variety of hotel accommodations to suit every budget and every taste.

In spite of rumors, travel is *normal in Southern California. Transportation to and throughout the state* is *normal, and hotel and resort life* is *normal.*

For further particulars, consult the nearest travel or transportation agent or your automobile club.

HOTELS
OF SOUTHERN CALIFORNIA

Box 2
Room 701, 629 South Hill Street, Los Angeles, California

The 109th Consecutive Monthly Issue of the

Coin Machine Review

JULY, 1942

The COIN MACHINE REVIEW for July, 1942, Vol. 10, No. 1. Published monthly at 1115 Venice Blvd., Los Angeles, Calif. Fitzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE, Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE: C. J. Anderson, 35 East Wacker Drive, CENtral 1112. PORTLAND, Ore., OFFICE: J. A. Converse, 1007 Terminal Sales Bldg., ATwater 2111. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 per year or $2.00 for 3 years. 25c per copy.

Army Issues Machine Order

WASHINGTON.—The War Department has issued Circular No. 143 pertaining to vending and amusement machines and defining the methods by which machines may be installed in post camps and stations.

The following instructions are listed:

1—VENDING AND AMUSEMENT MACHINES MAY BE INSTALLED IN POST CAMPS AND STATIONS BY:
(A) Outright Purchase for Cash or on an Installment Contract.
(B) Rental Purchase.
(C) Loan by the Vendor, who retains ownership.

2—The negotiating agency for procuring Vending and Amusement Machine at Post, Camp and Stations will normally be the Exchange.

3—All Vending and Amusement Machines installed on the Post will be under the control of the Exchange, except those installed in Hospitals, Service Clubs and Messes operated under the provisions of AR 210-60 for the benefits of the Fund Concerned, at the discretion of the Post, Camp or Station Commanding Officer, and except where specific War Department authority has been granted under the Provisions of Paragraph A3 (1), AR 210-50.

4—In establishing regulations for the installation and operations of Vending and Amusement Machines the Post Commander or the Commanding Officer of an exempted Station will exercise due diligence to provide full protection of the Exchange or other Organization to insure a maximum profit and a minimum possibility of loss, including that of bottle loss for those Machines dispensing Merchandise in a returnable bottle.

5—Vending Machines will not be installed in permanent or Cantonment type Exchange Buildings where personal service is available for the sale of the product.

6—The Installation of Amusement Machines which involve Gambling is Prohibited.

7—The Post Commander or the Commanding Officer of an exempted station is charged with adequate protection against loss by pilferage or destruction when Automatic Vending Machines of any type are installed. Sanitary provisions incident to the operation of Automatic Vending Machines of any type should be anticipated and solved prior to the granting of authority for the installation of any machine.

AUGUST TAX CALENDAR

August 20

FEDERAL INCOME TAX. Withholding Agent. Monthly return of tax withheld on bond interest for the preceding month to be filed with Collector of Internal Revenue.

August 31

FEDERAL TAXES ON ADMISSIONS AND DUES, FACILITIES, OIL PROCESSING, SAFE DEPOSIT LEASES, ELECTRICAL ENERGY, TRANSPORTATION, SALES (INCLUDING RETAILERS' AND MANUFACTURERS' EXCISE TAXES) Taxpayers. Return and payment of tax for preceding month to Collector of Internal Revenue.

Washington Columnists Plug National Lottery In Syndicated Articles

WASHINGTON, D. C.—That thoughts of a national lottery still remain uppermost in the thoughts of many congressional representatives in Washington is evident in two nationally syndicated news columns eminating from the capitol during June.

On June 12th Drew Pearson and Robert S. Allen, conductors of "Washington Merry-Go-Round" had this to say concerning a national lottery:

"BOND LOTTERY—Rep. Adolph Sabath of Illinois, genial chairman of the house rules committee, wasn't able to sell the president on government sponsored lotteries when he called at the White House. However, he was given a novel idea on how to use the lottery principle in the sale of bonds.

"Sabath contended that a legalized lottery, conducted monthly by the treasury, would greatly aid in relieving taxation and raise billions in revenue for the war effort.

"Under a bill he is sponsoring, the Illinoian said, the government would realize approximately $875,000,000 from the sale of 1,000,000,000 $1 tickets, whereas if it borrowed this amount at 3 percent for 20 years, the interest alone would total $525,000,000.

"It wouldn't be the first time our government has held a lottery," argued Sabath. "We did it in 1776 to help finance the Revolutionary war."

"Yes, I know," said the president, adding that he doubted the advisability of lotteries at this time because of the strong opposition of religious groups. Instead, he proposed a compromise.

"Why not apply your lottery ideas to the sale of war bonds," he suggested. "The Belgian government held bond lotteries for a number of years."

Under the Belgian system, he explained, drawings are held each year and bondholders with lucky numbers get substantial prizes.

"If we could stimulate the sale of war bonds in this country by the same system, I might be for it." said the president."

On June 22nd, Damon Runyon, writing in the Hearst papers from coast-to-coast under "The Brighter Side", expressed himself as favoring the proposed lottery now before Congress. Said Runyon:

"My theory of the lottery is that it should be designed to get funds for the relief of the families of the men in the service, and should continue only for the duration and perhaps a short time afterwards, but even if the Government did not care to use the money for that specific purpose, it would still make the lottery serve to fatten the general treasury.

"I mean I am commencing to think that it would be a good idea to have the lottery regardless of the ultimate destination of the dollars as long as it helped take off some of the weight on the customers. I notice that the bills introduced in Congress providing for the lottery all have the general jackpot in mind, and, while I insist my thought about relief is best, I am willing to compromise with the statesmen to get the thing going.

"My lowest estimate on the probable return to the Government of the lottery is $250,000,000 per year based on twice-a-month drawings. I am not too good on figures myself but I have had some pretty sharp fellows do the calculating for me and not one has come in with a smaller reckoning. Their figures depend on their ideas of the prices of the lottery tickets and the number of drawings, one of my experts estimating the probable profit to the Government at $350,000,000 on the basis of $2 per ducat.

"I think this may be a trifle high, but no man can say off-hand with any degree of accuracy what a lottery might net in a nation so devoted to gambling that betting on horse hacing is legalized in numerous states and various forms of lottery such as bingo and drawings of Defense Bonds as prizes prevail in some churches and illegal numbers and boleta games, sweep-stakes and "club" drawings for cash awards are going on daily almost everywhere.

"In no other country on the face of the globe, not even in Latin America where government lotteries are common, has gambling such widespread appeal to the public as in the United States. Literally billions of dollars are staked yearly here on various gambling enterprises, including the stock market, and from an enormous sum of this money the Government realizes not a dime."

Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 1 p. m. to 4:30 p. m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.

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On the Cover

H. Armstrong Roberts, nationally famous photographer of Philadelphia, is responsible for this month's cover subject . . . a salute to summer.

MEN IN SERVICE

Keep up with activities in the Coin Machine Industry while you are in the Armed Forces. We will accept subscriptions to THE REVIEW at 50c per year provided the magazine is mailed to a military address. Send subscriptions direct to THE REVIEW, 1115 Venice Blvd., Los Angeles, Cal.

COIN MACHINE REVIEW

4

FOR JULY 1942

SAVE MONEY ON THESE BIG MONEY-MAKERS!

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9800 RC	Write	Super	$214.50
9800 ES	Write	Master	189.50
8800 RC	Write	DeLuxe	149.50
8800 ES	Write	Standard	139.50
Colonel, RC	349.50	Monarch	79.50
Envoy, RC	295.00	Windsor	79.50
Classic	179.50	Imperial 20	69.50
Classic, RC	219.50	Imperial 16	49.50
Vogue	169.50	Rhythm Master 16	49.50
Mayfair	149.50	Ambassador 16	49.50
Plaza	139.50	WURLITZER	
Casino	139.50	Mod. 800	$314.50
Crown	159.50	Mod. 500 Keyboard	179.50
Regal	149.50	Mod. 24	119.50
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12 Rec. Keyboard	49.50		
MILLS			
Empress	$198.50		

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NEW YORK

NEW YORK — Brother, is that Draft Board getting close.

The palm to Modern Vending for its War Bond drive. Cohn and Sommers certainly went to town on this bit for Uncle. Personal solicitation on the part of Seeburg's two hustlers, plus plenty of cooperation from phonograph boys, sent the total well over the top.

Our monthly 1A's are piling up on us: The following may soon shake hands with what tough sergeant?: Joe Boronto; Abe Gold; Max Meyerson; Irving Cross; Morris Fisher; Steve Harris; Eugene Jackowski and Joe Kolman.

A thank you to the tavern boys. Read this clipping from Buckeye Tavern News: "Phonograph machines are valuable. Parts are hard to replace. Keep your machines in best working order. Protect them. They are not only a source of revenue for you, but mean the difference between entertainment and no entertainment for your patrons."

Best news of the month: This from a New York paper: "The court of Appeals held that automatic coin operated laundry machines are not a public laundry business and therefore these machines do not require a license in New York City." The tipoff on this news is that landlords can now be approached on a rental basis and, certainly, these machines will be one of the big items after the war.

Did you know that New York operators constitute one of the main bulwarks in civilian defense? In comparison with the rest of the population, police report that the coin machine crowd, because of its mechanical knowledge, its knowledge of streets, sections, etc., is well nigh indispensable to the civilian city patrol and real power in the air warden defense. The boys give up sleep, time, even finance themselves—while all the general public and even the police department, itself, at times, treats them as if they were stepchildren. Is this right, we ask you?

What is this we hear of an army commission for a New York distributor? The modest chap refuses permission to use his name, but he may be identified as one of the few dependable outlets of a large Western pinball house.

Spotted on "The Row:" Marvin Leibowitz and Joe Fishman gabbing with Marc Munves . . . Lou Goldberg in that serious confab with Al Lipshal . . . Saul Kalson explaining things to a Brooklyn vendor quite at sea . . . Bill Peek eyeing that gardenia wistfully . . . And in Manhattan, too . . . Joe Hawthorne scanning the air corps with very keen eyes . . Thinking of a Jap carrier, Joseph? . . . And Lee Rubinow wishing he could reduce that waistline . . . That's all.

For the grouches of the month: Every part we couldn't get that might have saved a machine and every machine we couldn't get that might have saved a spot is better off in saving us from the Japs. One machine less and maybe another carrier stews in its own juice.

And while in the pulpit, did you remember the New York City Occupancy Tax? If you didn't, the fine is enough to finance a private war of your own.

Give Al Liss the glad hand. It's a baby girl and the mother is doing fine at the Lenox Hospital . . . And did you know that one of the few women to make the grade at WAAC's is the beaming daughter of a coin machine man, Al Truehaft, Brooklyn. Also that sons of coin machine men in the service now number forty eight, with fifteen in the marines? More than a hundred wives and daughters of our boys are doing their bit in the Women's Volunteer Service. Some doubling as air wardens, not to mention a roster of Minute Men and Women.

Irving Sherman

Free Candy For Soldiers

CHICAGO.—As every service man in the United States Forces embarks for foreign service, he will receive a Baby Ruth candy bar with the compliments of the Curtiss Candy Co. according to announcement by Otto Schnering, president of the company.

Arrangements have been completed with the War and Navy Departments for distribution of candy bars to service men at ports of embarkation and each bar is in an especially made package bearing the message, "Good Luck from Curtiss!"

First shipment of many thousand bars was started on its way from Chicago plants of Curtiss Candy Co. July 1st to undisclosed ports of distribution through Army and Navy channels.

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Buckley Tone Column..... 50.00
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Jennings Silver Moon, FP..... 159.50
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Mills Gold Chrome Bell or Copper 10c 243.50
Mills Gold Chrome Bell or Copper 25c 248.50
Mills Brown Front Mystery Bell 5c.. 216.50
Mills Brown Front Mystery Bell 10c.. 221.50
Mills Brown Front Mystery Bell 25c.. 226.50
Mills Brown Front Mystery Bell 50c.. 305.50
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2 Evans Jackpot Dominos..... 339.50
2 Keeney Super Bells, 25c Conv..... 259.50
Mills Jumbo Parade, Conv..... 160.00
Mills Four Bells, 4/5c..... 445.00
3 Keeney Super Bells, 5c Conv., with Mint Vendor..... 229.50
1 Keeney Super Bell, Four Way 5c.... 425.00
5 Keeney Super Bells, 5c Conv..... 249.50
Mills Jumbo Parade, Cash Pay..... 135.00
Keeney Super Bell, 25c Conv..... 259.50

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Keeney Super Bell, Conv. 5c..... 179.50
Mills Four Bell, 5c Play..... 455.00
Groetchen Columbia Bell, JP..... 59.50
Groetchen Chk. Sep. Gold Award Col. Bell 82.50
Keeney Super Bell, 5c Conv. Mint Vendor 182.50
Mills Jumbo Parade, CP..... 125.00
Mills Three Bells, Like New..... 500.00
Mills Jumbo Parade, Conv. Vendor.. 174.50
Seeburg Selectomatic, New 14.50
Watling Big Game, CP..... 90.50

USED MACHINES

The Following Machines Are Used and Offered Subject to Prior Sale: Reconditioned and Refinished

CONSOLES—Cash and Free Play

1 Evans 38/Reg. Domino #2655.....$ 69.50
1 Evans 39/Reg. Domino #3971..... 99.50
1 Evans Lucky Star..... 99.50
1 Evans Bang Tails..... 149.50
1 Keeney Triple Entry..... 129.50
2 Keeney 38 Skill Time..... 89.50
5 Keeney Kentucky Slant Head..... 99.50
6 Keeney Super Bell, 1-way 5c..... 169.50
1 Mills Four Bell, 5c..... 295.00
2 Mills Square Bell, CP..... 59.50
5 Mills Free Play Venders..... 75.00
1 Bally Dark Horse FP..... 175.00
1 Bally Long Shot Cash Pay..... 199.50
2 Chicago Coin Double Safes..... 60.00
10 Mills Jumbo Parade, Free Play Blue Cabinet Series 6558..... 113.50
6 Mills Jumbo Parade, Free Play, Late Style Coin Head..... 97.50
1 Pace Race, JP #6088, 25c..... 199.50
1 Pace Race Jackpot Red Arrow #6182, 25c 209.50
2 Pace Race #5881-5895, 5c..... 132.50
1 Pace Race 5c Red Arrow #6496 159.50
1 Pace Race Red Arrow #6319..... 199.50
1 Pace Race 25c Red Arrow #6583 225.00

SLOTS—Reconditioned & Refinished

1 Jennings 1c Duchess #1712.....$ 19.50
2 Mills 1c Sky Scraper..... 35.00
1 Mills 1c Blue Front #309451..... 42.50
2 Mills 1c Regular #322617, #318326 ..... 32.50
1 Watling 1c Rolatop Cherry #89217 ..... 29.50
1 Watling 1c Treasure #L73778..... 29.50
2 Watling 1c Twins, Jackpot, #163891-T52595 ..... 25.00

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Chicago Coin Hockey, Brand New....$275.00
Chicago Coin Hockey, Slightly Used 249.50

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Moore Rescues Two

PORTLAND, Ore.—The definite part coinmen are playing in the present emergency was shown on June 7th when Jack Moore, head of Jack R. Moore Co. and now commanding officer of the Civil Air Patrol, rescued two men, one of them J. H. Harris, a prominent coin machine operator in Vancouver, Washington, from a sand pit in the Columbia river.

Harris, who owned a Curtiss Robin plane, took off from Vancouver with his pilot, Loren Corder, enroute to The Dalles when the motor mounts gave way and the engine sagged perilously. Corder made an emergency landing on a sand pit in the Columbia river 15 miles west of Arlington. Pair was sighted by members of an S. P. & S. train crew, who notified state police. John Inman, manager of The Dalles airport, in turn was notified and he enlisted the aid of civil air patron fliers, headed by Jack Moore, commanding officer.

Moore and Inman in one plane and Dr. Albert Holman, physician, in another, landed on the island about an hour after Corder and Harris were forced down. Neither was hurt, and by the time the rescue planes arrived, Harris had swum to the north bank seeking aid. The men signaled a passing oil barge, which picked up Corder. In the meantime Harris appeared on the north bank in the company of two cowboys. Personal effects were flown out by the rescue planes.

According to Moore, Pilot Corder did a superb job in landing the crippled plane without injury to the occupants. The plane itself was a total loss.

Moore is getting a great deal of pleasure out of his participation in the Civil Air Patrol. "As Group Commander it is not a simple proposition but requires a bit of time and organization work on my part," said Jack. "Each week-end ten of us take the trailer and go up to The Dalles to spend Saturday and Sunday flying, performing formation exercises and various maneuvers that are required under our Directives from Headquarters in Washington. We wear regulation Army Air Corps uniforms . . . the only change being the insignia which is the insignia of the CAP."

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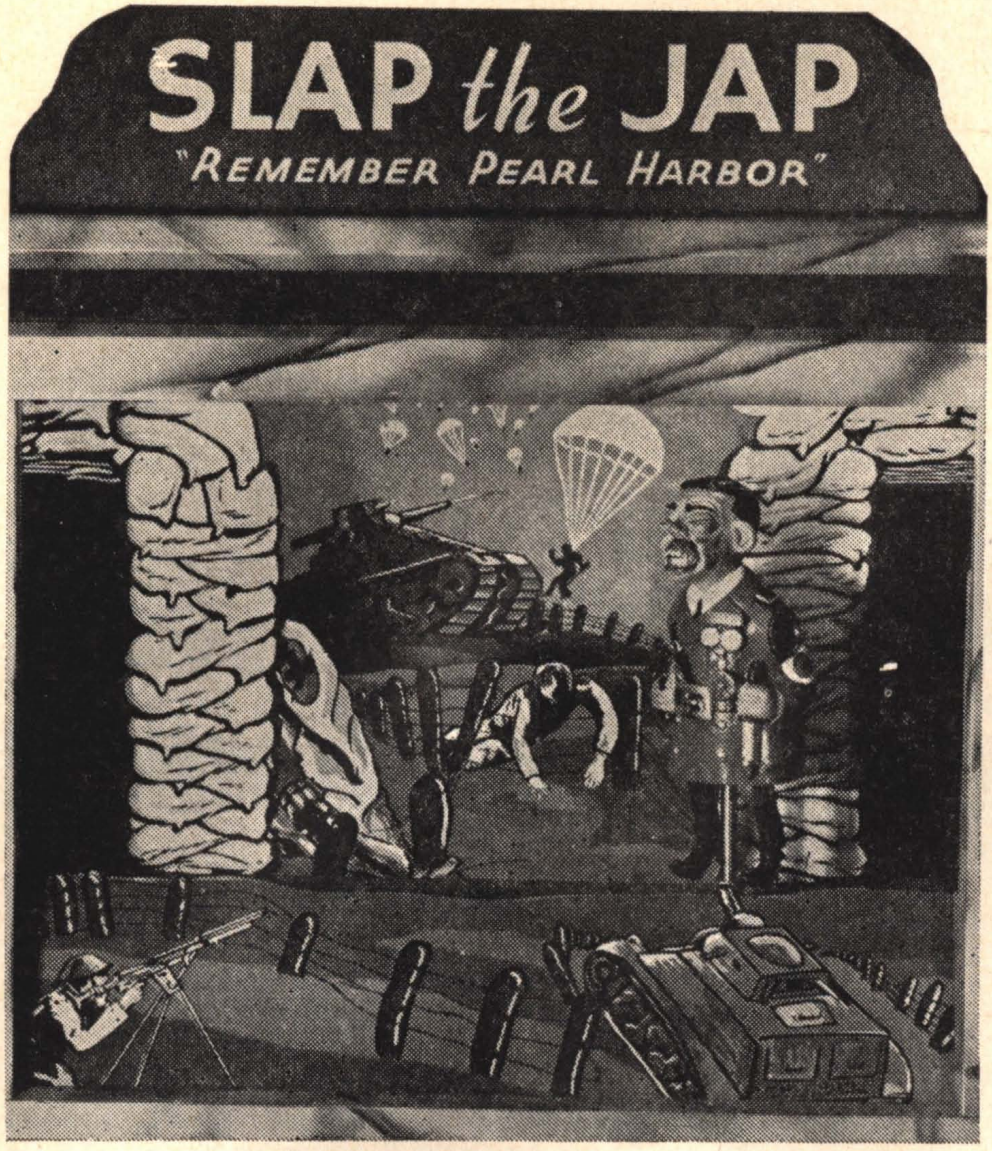

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7	Mills 4-Bells, 5c play, #2338-2335-2269-2326-2342-2216-2328	ea. 400.00
9	Mills 3-Bells, #901-927-1000-900-937-913-945-1017-1018 ..	ea. 500.00
5	Mills 3-Bells, #756-740-792-770-813	ea. 475.00
4	Mills 3-Bells, #548-336-301-241	ea. 450.00
25	Mills Jumbo Parades, latest type, cash pay, used about 2 weeks	ea. 125.00
8	Mills Jumbo Parades, latest type, cash pay, used about 2 months	ea. 95.00
10	Mills Jumbo Parades, used, clean	ea. 75.00
30	Mills Square Bells.....	ea. 50.00
6	'41 Keeneys Super Track Time, # 7639-7585-7638-7626-7597-7629, Extra clean.....	ea. 325.00
1	Keeneys Super Track Time #7346	275.00
10	Evans Galloping Dominos, Brand New JP Model 2-tone cabinets	ea. 395.00
7	Evans Galloping Dominos, SU, latest JP Model, 2-tone cabinets	ea. 295.00
1	Evans Bang Tail, SU, latest JP Model, 2-tone cabinet	295.00
1	Evans Galloping Dominos, 30 pay, '41 model, 2-tone cabinet #4330	260.00
1	Evans Galloping Dominos, 30 pay, brown cabinet, large odd drum, slant head, #2301.....	125.00
1	Evans Galloping Dominos, red cabinet	20.00
2	Evans Bang Tails, brown cabinet, slant head, large odd drum, 40 to 1 pay, #3165-2942	ea. 195.00
4	Bally Club Bells, SU, combination cash & free play.....	ea. 175.00
10	Bally Club Bells, Brand New, comb. cash & free play.....	ea. 265.00
1	Keeneys Super Bells, Brand New	245.00
2	Keeney Super Bells, used only 2 weeks, #3242-3243	ea. 225.00
1	Keeney 4-Way Super Bell, 2/5c & 2/25c	450.00
16	Mills Jumbo Parades with venders, combination free play & payout, Brand New	ea. 175.00
1	Bally High Hand #22677.....	125.00
3	Jennings Fast Time, cash pay, #140381-140344-140350	ea. 75.00
27	Columbia Bells, SU, GA, rear door payout	ea. 50.00
20	Columbia Bells, Brand New, GA, rear door payout.....	ea. 85.00
14	Bakers Pacers, extra clean, daily double model, 30 pay..	ea. 200.00
1	'41 Evans Lucky Lucre, 2-tone cabinet, #917	295.00
1	Evans Lucky Lucre, brown cabinet, #572	145.00
6	Paces Races, 30 pay, brown cabinet, cabinets refinished like new, perfect mechanical condition, as follows:	
	1 Red Arrow JP model #6259	210.00
	2 JP Model #5625-5618.....	ea. 195.00
	3 Plain Model, #5745-5278-5744	ea. 150.00
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3	Green Vest Pockets.....	ea. 20.00
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6	Watling Rol-A-Tops, 5c, Double JP, GA, #66927-67115-67845-67131-67224-69572	ea. 35.00
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8	Watling Goosenecks, Double JP, GA, 1c #63960-54571-54273-56638-51979-54542-51748-57338	ea. 20.00
6	Watling Goosenecks, 5c, double JP, GA, #63403-63835-68793-63478-59213-63903	ea. 30.00
10	Watling Gooseneck Treasures, Double JP, GA, #69703-69701-69942-63892-69928-69949-69903-69898-69706-69707	ea. 35.00

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Vending Machines Paid Tribute by Congressional Representative of Ill.

NEW YORK—In his column "In The Nation" which appears daily in the *New York Times*, Arthur Krock, writing from Washington, told on June 5th how Representative Charles S. Dewey of Illinois had interceded in behalf of vending machines to save them as a great American institution. Dewey's intercession came after the Director of the Mint was ordered to turn out nickels composed of equal parts of copper and silver which would have made them unusable in the hundreds of thousands of vending machines in the nation today. Wrote Krock:

"The dollar has friends everywhere. Just now the dollar has more friends abroad than ever before, and there is reason to suspect that some influential coin-collectors among the Axis personages — hedging against a growing certainty of the success of the United Nations in the war—are among them. "She is a good girl, that dollar," once remarked Clemenceau (or perhaps it was André Tardieu). Therefore, an account of a move to protect the highest unit coin of the United States and its uses would in all likelihood contain nothing novel.

But this is a story of a gallant, eleventh-hour defense of the broader and more intimate uses of a much humbler American coin, an active part of the daily lives of nearly all citizens. They constantly are asking for "change" so that this most convenient of our monetary units will be steadily in their possession. The coin is the nickel, and its defender in this instance was Representative Charles S. Dewey of Illinois.

When Mr. Dewey was Assistant Secretary of the Treasury and, later, financial adviser to the government of Poland, he was accustomed to deal in millions. But this did not prevent him from realizing the social and economic implications of a proposed new coinage of nickels and proceeding swiftly and successfully to modify the metallic formula.

In the second War Powers Act of 1942 there is a direction to the Mint to eliminate the metal known as nickel from the coin with the same name because of a shortage of the metal, vitally essential to armament production. The Director of the Mint was instructed, as soon as the act became effective, to turn out nickels composed of equal parts of copper and silver until December 1, 1946. But during consideration of the act Congress added a provision, authorizing the Director, with

TURN PAGE

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the approval of the Secretary of the Treasury and the chairman of WPB, "to vary the proportions of silver and copper and to add other materials if such action be in the public interest."

It was further provided that these five-cent pieces "shall be deemed to be minor coins or coinage and not silver coins," which leads to the impression that the silver bloc in Congress saw a chance for another use of 71 cents silver against a world price of 35 cents. That, however, has nothing to do with Mr. Dewey's rescue act.

One day he was informed by a manufacturer of nickel-in-the-slot vending machines, which have become an American institution, that the Treasury was about to order the Mint to begin the production of five-cent pieces composed of equal parts of silver and copper. Since all of these vending machines, including music boxes, are set in operation by a nickel that is susceptible to magnetic attractions, the silver-copper coins would not have started the machinery.

Mr. Dewey communicated with the Treasury and urged officials not to bring out a coin which, unless it were carefully distinguished from the existing one, would impel citizens to smash unresponding vending machines; and, if it were not, would tend to end the functions of the machines. He said he believed the Treasury had been thinking entirely of the monetary aspect of the nickel, and nothing of its social and economic significance.

"The economic significance," said Mr. Dewey, "comes from the development of the vending machines. Thousands are installed in manufacturing plants, including those doing war work, where, for security's sake, human vendors are not wanted, and wherever the American people congregate. A great portion of the peanut crop is moved through these machines; also fruit and vegetable juices, milk, chocolate and candy."

"The social significance," Mr. Dewey told the Treasury, "rests in the fact that the nickel is the most used by the public. It brings food and nourishment to war workers and other toilers; it brings relaxation through 'canned' music; and it pays for transportation in many places."

The Treasury promised the Representative that the order would be held up until the makers of the machines could state their case. A WPB official told him he believed there is enough electrolytic manganese produced in this country to permit a dash of it to be added to each of the new nickels. This would give to the coin the magnetic quality necessary to operate the machines. The Treasury is now working on a formula "so that the American nickel," says Mr. Dewey, "may continue to carry on its constantly increasing functions."

There seems to be no government plan to call in existing five-cent pieces as rapidly as the new ones can be minted, although the 6,190,000 pounds of nickel they are estimated to contain represents about one week's domestic output of the metal for which they are named. But, thanks in goodly measure to a leading financial statesman, the new five-cent pieces of lowly commerce will continue to evoke, when dropped in the slot, that cheerful and fruitful clang which forecasts prompt delivery of the small goods by which the citizens of the United States enjoy a large portion of their daily existence.

KANSAS CITY

KANSAS CITY, MO.—As mid-summer reaches the operator's calendar, delivery and shifting of location value occupy most of the local attention. There seems no doubt now that new economies effected in service and maintenance are not going to result in a loss of profit or in net returns from the coin boxes.

Russell Thomas, manager of the Cigarette Service Co., Kansas City, Kansas, one of the largest cigarette vendor operating firms in the Midwest, sums up the reports that have been common to most operators in the area:

"Many rural areas are becoming less profitable, considering the season of the year, but this fits in exactly with our necessity to cut down our service and delivery mileage. Most important, we are finding that plants and other industrial units that in the past wouldn't support a machine will now prove a very good location for one and frequently two machines.

"Since these locations are located along our city routes they do not add mileage to our service cars and usually they mean more profit than we were able to get from the same machine on an out-of-the-way rural spot. The important thing to realize about these locations is that most of them now employ several times more employees than they did in pre-war days, the earnings of these workers have increased and they are spending more time on the job."

The majority of operators reporting on this shift of location emphasis, believe that these plants should be merchandised as

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communities or small towns. Confections and cigarettes are located at various points within the plants according to size and demand. Where the machine will do the best job of merchandising can be determined by a system of "30-day trials." Frequently it is found that by placing two vendors together in such a location as a dressing or locker room or near the entrance, thus offering a large variety, will produce the best results. In other places the machines must be spread in various departments. Usually the 30-day tests will determine this factor.

It has been most local cigarette, candy bar, and bulk vendor operator's experience in recent months that the machines will pay better if placed in the industrial locations rather than seeking small-store types of locations for them. There have been a large number of requests to operators, specially since the new ODT order became effective, for vendors of all types particularly cigarette. Usually it has been found that these requests are from small locations that no longer receive day-to-day delivery on cigarettes and confections and do not yet know how to buy these items for their longer-periods-between-delivery now.

It is further these operator's opinion that once these small businesses are able to handle their own stocks, they'll have the operator's machine taken out since with them it is a Profit rather than Service operation.

Merchandising these new areas has developed pretty much into a matter of selling the war-workers amusement near their place of employment but vending to them on the job. Thus the operator bringing equipment from rural to industrial areas is finding it profitable to spend some time in the vicinity checking traffic—where the men eat lunch or catch their bus—and locating amusement machines as near to these spots as possible.

Carl Hoelzel pretty well followed this planning in locating his new Wonderland Arcade. He chose a spot that not only had a good general downtown traffic but also faced a street car and bus transfer point that was one of the most used in his area. He is quick to admit that in this very high-rent area his arcade must do a minimum of 8,000 plays a day to meet overhead —and so far, he says, it has done it.

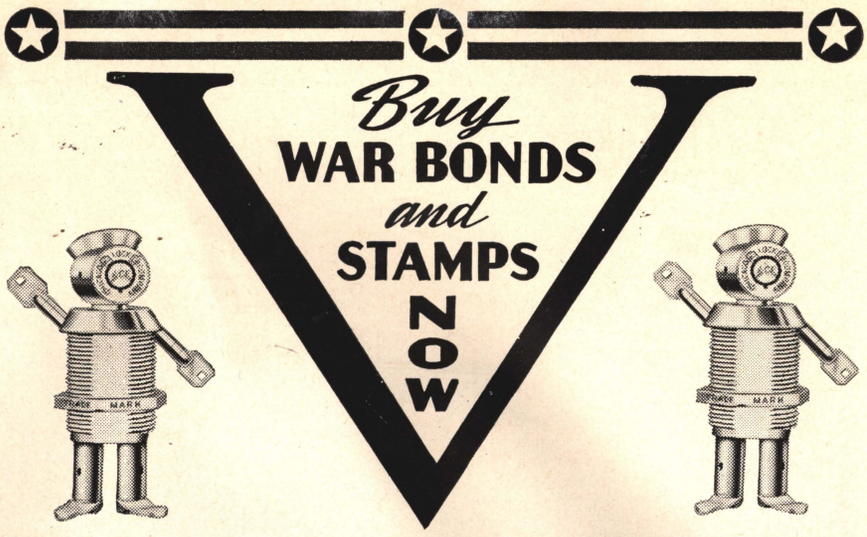
Check of the Wonderland machines' popularity bring out some very important facts as to the changing favor of local amusement machine fans. The ABT Rifle Range is doing the largest volume, all athletic machines are standing up good and the photographic machines are gaining a very good following. Pin ball tables stay about the same and the United staff, along with three extra cashiers, are taking turns at keeping this big amusement center in operation.

Joe Berkowitz's Universal is running at capacity putting out several numbers. Frank Fasone of Acme has finally found a machine he can beat regularly; it's an old School Days and he won't let it go out on location. Frank Buccero, also of Acme, is back on the job after a successful ear operation. Cigarette Service has sent 3 men to the Army, 1 to the Navy and most of the rest of the boys are in 3A. New pin ball table regulations do not appear serious in their present form as being considered by the Kansas City Town Council. Automatic Music is having its usual summer lethargy and the very damp early summer has had most confection vendor operators fighting to keep stocks in good order.

B. K. Anderson

* * *

In Arizona on an exceptionally hot day a man saw a coyote chasing a jack-rabbit, and they were both walking.



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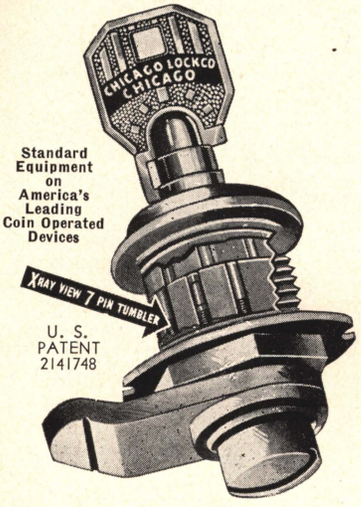
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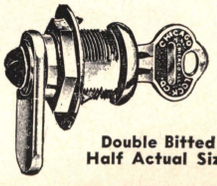

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TURN NOW TO PAGES 16 & 17

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PORTLAND

PORTLAND.—Lou Wolcher was a recent visitor to the Northwest.

Decca salesman, Ralph Yost, the new cheery smiling, pleasing personality, albeit a good record salesman.

Friends of "Bud" Officer who recently met such a tragic death, will be glad to learn his attackers have been apprehended and sentenced to life imprisonment.

Charles Howe, former Jack R. Moore Co. employee now in the Air Service, was a recent visitor to Portland. He was home on a ten-day furlough. Chuck looked very natty in his aviation uniform and is in the best of health.

W. W. Lawrence of the Anderson Service has been ill. His friends will be glad to learn he is now recovered and has returned to work.

Blessed event in the Eric Vike family . . . a daughter over seven pounds. Baby and mother are well.

Ruth Johnston Blake, that personality gal who was the former cashier for Jack R. Moore Co., is back in Portland from Texas. Friend hubby now is flying for Uncle Sam's Air Force somewhere. Ruthie advises Texas is a great state.

Tom Bushby, former service man for John Welsh, is now an electrical technician for our Army.

Russell M. Groth, serviceman, and wife and babies are now enjoying a vacation in the Northwest.

Wolf Brothers of San Diego, Calif., were recent visitors to the Northwest.

R. L. McCready, Portland operator, and his wife entertained the Cusson family, Eddie and Helen and sons, recently at the beach where they were their house guests. Certain photographs are now being shown wherein a certain gal was made to say "Uncle" by her young son whose wrestling tactics finally got the best of his Mom.

Friends of Budge Wright of Western Distributors, Portland, will be grieved to learn his mother passed away.

Roy Gatto is back to work.

Tom Foley has gone into the Army.

L. Helen Cusson

Siamese Changeover A Wow

SAN ANTONIO, Texas—Sensational is the only word that will properly describe the new Siamese Changeover unit that Harold W. Thompson is now offering ray gun operators of the nation.

The Siamese unit has Hitler on one side and a nasty Jap on the other. Consequently when the figure is hit it reverses and shows one of the opposite Axis partners. If you hit Hitler the lousy Jap shows up immediately, and vice versa.

Thompson reports that tests have proven beyond all expectations and players actually stand in line to shoot at this freak figure. The figure is made of wooden composition and wooden legs and is not to be confused with bargain units being offered operators.

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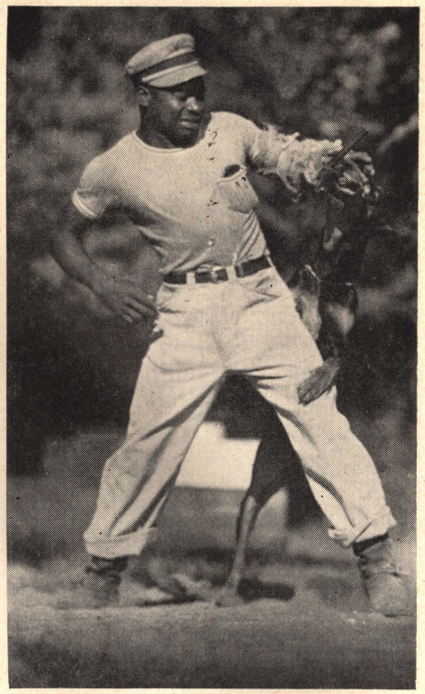
Bud Parr proudly poses with his Doberman, Baron, on one of his regular Sunday afternoon visits to the Training School where Baron was taking his two months' instruction. Regular visiting hours prevail just as in the finest finishing schools.



Here is an action shot showing Baron charging the assistant trainer to wrestle the gun from his hand. In early stages of the training a helper keeps a strong leather strap attached to the dog so that he can be pulled away if he attempts to go too far. Experiences show that once the dog graduates the knowledge he has gained remains with him for his entire life.

In this picture Baron has shaken the gun loose but the assistant trainer made a move to run and Baron charged him again in the fashion shown above. Notice the gun on the ground.

Parr's Baron Knor von Wagner Completes Intensive Training

LOS ANGELES.—Baron Knor von Wagner, two-year old black and tan Doberman Pincher owned by William "Bud" Parr, head of the General Music Co., has graduated. Yes, indeed, school days are over for Baron for he has just completed an intensive training course in the Hollywood Dog Training School presided over by one Carl Spitz, who has won national acclaim as a leading trainer of dogs of all types.

During the two months training Baron associated with the best and finest dogs the nation could muster for the balance of his classmates were dogs being trained for the United States Government for duty in the present war emergency.

The two month course is a varied one and supremely intensive. In classes of eight the dogs are trained for companionship, discipline, protection work and service work. Each day the class of eight go through the instructions already mastered and warm up to new subjects still to conquer. The same trainer takes the class through the entire course.

Protection work and service work are two of the most interesting phases of the course. On protection work the dogs are taught to protect their master regardless of the hazard involved. For example, the photos appearing on this page show Baron in action. In one picture he has attacked the assistant trainer because he displayed a gun and either pointed it at Baron or Bud Parr. After the dog has wrestled loose the gun from the man's hand and it lies on the ground, he stands guard over the assailant only to spring to action immediately again if the least move is made by the trainer. The bottom picture shows Baron springing on the man again because he has made a move to leave.

We were curious enough to pry loose the method used to accomplish such a feat. The trainer told us that first a gunny sack is shaken repeatedly in front of the dog to anger him and cause him to strike at the sack. The action is repeated continuously until the dog develops a permanent dislike for the very sight of the sack and will spring at it upon sight. Next the trainer places a leather protective sleeve over his arm, wraps the arm with inner tubes, and then wraps the sack around the outside. Upon sighting the sack the dog springs and makes his first attack upon a man's arm.

The same procedure is followed with the pistol until finally it is held in the hand of the trainer. The dog soon learns the association and will spring to attack anyone pointing a pistol or revolver at either his master or himself.

Under service work comes such duties as carrying baskets from the market, bringing the master's house slippers, caring for an infant, trailing, etc.

While undergoing the training the dogs are housed in immaculately clean kennels, fed specially prepared foods and cared for

(See BARON, page 27)

Santa Barbara Licenses

SANTA BARBARA, Calif.—This city has recently passed a new vending machine license amendment to the original pinball license ordinance whereby all operators of 1c vending machines selling gum, candy peanuts, etc., including 1c weighing machines and other 1c machines, that are not prohibited by State Law, will be licensed at $20.00 per year.

License fee is an occupational one and does not affect operators or location owners having three or less machines of the 1c variety.

(Copies of the ordinance are on file in THE REVIEW offices.)

Right Side View | Front View | Left Side View

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(Hitler and the Jap)

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ST. LOUIS

ST. LOUIS—June found a number of notable changes in the coin machine industry in St. Louis. Primarily noticeable was the giving up of vacations by many of those operators who formerly left the city for less torrid resort spots by the first of June each year. Tire conservation is one reason; but the demand for service and lack of servicemen has made it necessary for most of the boys to take tools in hand and stay on their routes merely to keep them active. Thus, a lot of former "executives" are now coming in with grease on their hands and learning the intricacies of pinball machines and phonographs all over again.

Business is unaccountably slow with pinballs, the general consensus went, although those operators running phonographs also found the nickels collected more than compensated. There has been a thirst for music in every spot in the city of unprecedented size, so that many straight pinball men have elected to add a few phonographs where available.

Chet Rogers, Vandalia, Illinois operator who spends his evenings piloting a midget racer at Missouri and western Illinois tracks, will do his piloting for the army hereafter. He was assigned to the Rockford quartermaster depot—and of course was immediately put to work operating a jeep.

The Missouri Amusement Machine Operator's Association at the regular monthly meeting had a new topic to discuss—the trading back and forth, or bartering, of machines between operators who have found this system helps to revitalize income on the routes. Meeting at the De Soto Hotel, the group of members voted to publish for each other's benefit a complete list of machines on hand which they would be willing to trade for other equipment. "There are lots of machines on one route barely paying their way while they would be profitable on another" prominent operator Jack Beckman said, "and when two of the operators find that they can exchange machines to benefit both, many problems are solved. Our idea is to make it possible for any of us to barter or trade with cash for machines which we feel we can use, providing we have something to offer in return." "Horse trading" of this type has flourished during the past few weeks. Al Lindauer of South St. Louis has changed three pintables for one old phonograph and two pintables and reported that the change netted him $40 in the first week, while Elmer Selinghaus, with whom he made the deal, also showed a better profit.

The association also discussed the annual picnic, which will come up in July this

—ALL FREE PLAY—DON'T PASS THESE UP—READY TO OPERATE—

$10.00

Avalon
Bangs
Big Six
Chief
Big Town
Box Score
Double Feature
Follow Up
Fantasy
Fifth Inning
Gems
High Light
Headliner
Klick
Pyramid
Rink
Rebound
Stop & Go
Super Charger
Super Six

Sporty
Side Kick
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Mr. Chips
Play Mate
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Roxy
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Topper

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Anabel
Dixie
Landslide
Sky Line
Sparky
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Band Wagon
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Boom Town
Crossline
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Salute
Wow
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$37.50

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Barrage

Broadcast
Duplex
Leader
Pan American
Paradise
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Seven Up
Wild Fire

$47.50

ABC Bowler
Champs
Gun Club
Major's '41
Sea Hawk
West Wind
Zig Zag

$57.50

Star Attraction
Spot Pool
Texas Mustang

$64.50

Captain Kidd
Spot-A-Card
Sky Blazer

$74.50

Bosco
Bolaway
Towers
Venus

$89.50

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Knockout
Victory

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ARCADE EQUIPMENT

3-way Grippers ..... $ 17.50
Single Grippers 9.50
Hi Dial Ten Pins 69.50
12 Rapid Fires 139.50
Mills Punching Bag 89.50
7 Chicken Sam (Jap Conv.) 79.50
Metal Typer 69.50
Kicker & Catcher 22.50

ONE-BALLS

Blue Grass $139.50
Sport Special 99.50
Club Trophy 189.50
Gold Cup 49.50
'41 Derby 229.50
Mills Owl 89.50
Mills '40 1-2-3 ..... 94.50
'40 1-2-3 (1 or 5 ball) 99.50

CONSOLES

Bally Big Top ..... $ 79.50
Jumbo Parade 89.50
Pace Saratoga, Conv. 119.50
Silver Moon PO 124.50
Super Bell 219.50
Hi Hand 179.50
Bally Club Bell 239.50
Silver Moon FP 119.50

ONE-THIRD deposit with order, balance C.O.D.

EMPIRE COIN MACHINE EXCHANGE

2812 W. NORTH AVENUE Chicago, Ill. HUmboldt 6288

year, and the all-important problem of obtaining good servicemen. The first of the "schools" for new servicemen which the association will foster will be assigned to a prominent distributor's shop, according to the group. Twenty promising youngsters have been signed up for the course, during which they will be paid for learning and apprenticed for part of the day to veteran mechanics still on duty.

Carl Trippe of Ideal Novelty Co. was wringing his hands nervously over the tonsillectomy which Marlene, his little daughter, underwent in June. At this writing she is resting comfortably!

Arcade operation is keeping Ideal on the run. The help situation is at its worst here, no mechanics available for service, and few cashiers remaining more than a few days. In addition, bus service to many of the amusement parks in which they are located has been discontinued to save rubber. Consequently, some of the formerly crowded arcades in the city are full of "out of order" signs and disconsolately empty during the day. Ideal is running seven arcades with only two or three service men.

Earl Bowman is now service manager for McCall Novelty Co., helping Andy McCall keep his abnormally large route in order. Earl, who for several years operated a phonograph repair shop of his own, is dazzled by the sudden demand on his services from all directions.

Barney Frerichs of Arrow Novelty Co. is vacationing in a house trailer, obeying an ambition he has nursed for years. However, he will spend the vacation only a few miles from home, he says.

Abe Jeffers, president of the Cigarette Merchandiser's Association which finally won out in its fight to have the two-cent St. Louis city tax dropped, is vacationing with Harry Davies somewhere in the South. Harry who usually spent two months in Florida, was disgruntled to find that the army has occupied his favorite spot. Friends suggested that he read newspapers in the future.

Sam Kleiman, formerly heading the Allied Novelty Co. in Chicago, has been appointed phonograph salesman for Ideal Novelty Co. The firm received a large shipment of Rock-Ola phonos from the Rock-Ola warehouse stock in May, and surprised local ops with an energetic sales campaign. The shop is turning out used reconditioned phonographs as fast as possible, but these are insufficient to meet the demand.

The Associated Phonograph Owner's Association reports that membership attendance has fallen off badly as operators hustle night and day to keep their routes at peak. New address of the association headquarters is at Roy Haas' home at 644 Vassar in University City, it was emphasized by Lou Morris, president—since many out of town operators have beeen hammering at the door of the former office on Market St. Rigid economy prevails in all association activities.

Ted Key, operator from Farmington, Mo. was in St. Louis during June. Rural phono business stays good, he said, but the lack of defense industries is slowly making ghost towns of many of the smaller cities outside the St. Louis industrial area.

Earl Tharp is spending a vacation fishing in Minnesota. He's one of the few operators with new equipment on the routes and good enough tires to make this possible. John Winklemann, another phonograph operator, took a hasty vacation South which was over before it started according to his description.

Morris Weinstock, East St. Louis operator, is in the army. greatly to his surprise. Now 38 years old and with four children, Weinstock attempted to enlist in navy, marines and army, was told his health was not up to it, and that he would not be drafted. Four days later he was inducted. Mrs. Weinstock will continue his routes, and son Tommy, 14, will service his machines.

Robert A. Latimer

BELLS
Genuine Factory Rebuilt!

Blue Fronts	
5c	$135.00
10c	140.00
25c	145.00
Brown Fronts	
5c	$149.50
Roman Head	
25c	$129.50
Chrome Bells	
5c	$189.50
Chrome Bells	
25c	$194.50
Gold Chrome	
25c	$194.50
Mystery Bells	
5c	$119.50
10c	121.50
25c	124.50
Bonus Bells	
5c	$189.50
Melon Bell	
5c	$149.50
10c	152.50
Cherry Bell	
10c	$189.50

BRAND NEW BELLS

Mills 5c Gold Chrome	$238.50
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Mills 5c Bonus Bell	229.50
Mills 5c Club Console	279.50
Mills 10c Club Console	284.50
Mills 1c Smoker Bell	64.50

BRAND NEW SPECIAL!
MILLS MYSTERY BELLS
Knee Action, Drill Proof
Club Handle, 5c, 10c, 25c
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Sample	$18.75
5 or more, ea.	16.75
10 or more, ea.	15.75

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Serials over 1800	$375.00
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Groetchen Sugar King	49.50
Bally High Hand	149.50
Watl. Big Game, P.O.	114.50
Big Game, F.P.	114.50
Mills Square Bell	79.50
Mills Jumbo Parade	
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Saratoga, F.P. & P.O.	159.50
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Keeney '38 Track Time	119.50
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Galloping Dominos	
Brown Cabinet	124.50
Black Cabinet	69.50
Jenn. Bobtail, Total	139.50
Jenn. Fast Time, F.P.	97.50
Jenn. Liberty Bell, Flat	39.50
Jenn. Liberty Bell, Sl.	44.50

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Hawthorne, J.P.	59.50
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Sea Biscuit, J.P.	59.50
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Blue & Gold	34.50
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2 Blondie
2 Progress
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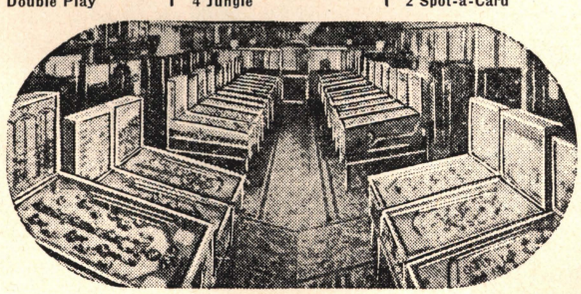

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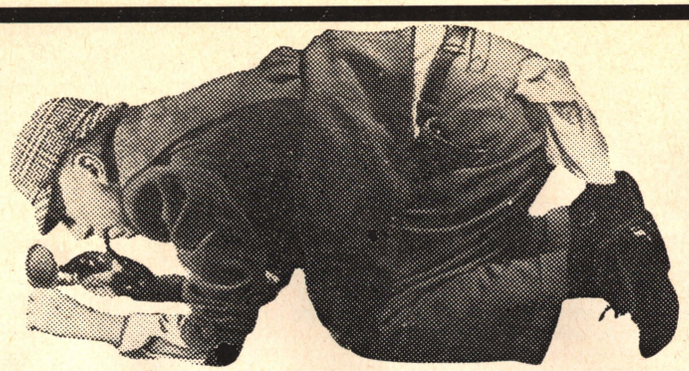

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Best In Industry

"I have only been a subscriber to the COIN MACHINE REVIEW a very short time but I believe it is the best magazine issued now representing the industry."

A. W. Brenan, San Antonio, Texas

Perkins' Mother Passes

CHICAGO — Mrs. Petula R. Perkins, mother of Harold H. Perkins, advertising manager for Buckley Music Systems, passed away in Chicago on June 30th at the age of 80. Services were held in Evanston on July 2nd.

Cordiality On Tap At Atlas

CHICAGO—"When a coin man visits the Atlas Novelty Co., his reason for doing so does not affect the high degree of pleasure we take in greeting him," declares Eddie Ginsburg, Atlas executive. "Aside from the huge selection of equipment we offer, Atlas' cordiality is one of the chief reasons why a visit to our offices has become a "must" on the regular itinerary of all local men as well as a host of out of city operators.

"Whether our visitors come into purchase fifty, one, or no games at all, we do our best to make them feel at home. Our facilities are placed at the disposal of visitors without reservation, and advice and suggestions are freely offered to the "shopper" as well as to those who actually purchase games. The value of this policy to both Atlas and Atlas customers has been demonstrated often since the inception of our organization," Ginsburg said.

"For us it has meant a constantly growing clientel of loyal customers and the making of contact from which we have been able to obtain the best in used games for resale. Among operators our policy of all-out friendliness has fostered an unshakeable confidence in Atlas suggestions and equipment. So great is this trust in our ability to deliver the right machine at the right time, that many of our customers have given us standing orders to ship whatever game we think will prove valuable to them. In practically every instance, our recommendations are accepted without question."

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We Are Equipped to Handle Your Wants—

COMPLETE STOCK NEW AND USED GAMES . . . OUR RECONDITIONED GAMES ARE TOPS . . . PRICED RIGHT

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4	Bally Attention .....ea.	29.50	4	Baker Entry .....ea.	29.50
9	Bally Pan American.....ea.	39.50	4	Stoner Anabel .....ea.	17.50
5	Chi. Coin All American..ea.	29.50	5	Keeney Four Diamonds ..ea.	49.50
	3 Mills Jumbo Parade .....ea.	99.50			

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yes sir, it's
STRICTLY INSTRUMENTAL
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TURN NOW TO PAGES 16 & 17

Used Record Drive Ready

NEW YORK—An American Air Corps squadron commander in Australia relays home a message that good phonograph records are among the best investments America can make in the interest of soldier morale.

The squadron commander sent this message home in late June through a *New York Times* correspondent Down Under. The commander said:

"Music is swell for these kids. They ought to have more of it. I've watched them listening to broadcasts from home, and there's something about the music from San Francisco and New York that's different. If somebody at home wanted to do something for the boys who are fighting in this war, they would see to it that every squadron had a first class phonograph and records, so there would always be available good hot jazz and classicals. There is no better morale builder."

The somebody referred to in this message has already come forward in the person of the Records For Fighting Men, Inc.—an organization of some 100 musical artists with Kay Kyser at the head and more than a million and a half members of the American Legion and Auxiliary.

On July 17th these organizations will start a house-to-house canvass to pick up 37,000,000 old records to convert into cash to purchase new records for our service men wherever they might be.

Union Rascal Sought

EL CENTRO, Calif.—Mike Henry, business agent for Local No. 12, Union of Operating Engineers in Imperial and San Diego counties, an AF of L affiliate, was being sought on a misdemeanor warrant charging malicious mischief, issued on June 17th.

Complaint, issued in Brawley Justice Court and signed by Dale Freeman, alleged that the defendant, Henry, damaged three of the plaintiff's music boxes by tearing them from a counter in a Brawley cafe, causing damage estimated at $75.00.

Henry had been active for more than a year unionizing employees on defense projects in Imperial County.

MUSIC

AFM Prexy Petrillo Orders August 1st Halt on Records for Phonos

LOS ANGELES.—James Petrillo, president of the American Federation of Musicians, touched off a keg of dynamite at the 47th annual convention of the union in Dallas, Texas, in June when, in his opening day speech, he announced that as of August 1st no further recordings or transcriptions by members of the Federation would be allowed in automatic phonographs or on radio stations. Recording would continue to be allowed for home use, the armed services, and at the request of the president of the United States but all others were definitely out.

Petrillo's stand was not unexpected for certain Locals in various parts of the country have been campaigning for some action as related in the May and June issues of THE REVIEW. Petrillo used the ban to highlight his opening speech and to win publicity and notoriety for himself in the newspapers of the nation. At the 1941 convention the matter was brought up and the convention voted Petrillo the authority to take the matter up with the executive board, and they voted him the power last October to take action as he saw fit.

Last January when new recording licenses were to be issued to recorders for another year Petrillo issued licenses for only six months and when one of the larger companies asked for an extension to January 1st was given only until August 1st instead of to the first of 1943.

Petrillo contends, according to *Down Beat*, that phonograph records and transcriptions as they are used today are gradually running the men who make them, the musicians, out of business. He feels that unless some system of taxing them and controlling them is found, their output must be stopped altogether.

In New York, opinion was divided as to what would happen. Some officials felt that the edict was only a threat, to be used to force the transcription and phonograph operators into some form of royalty agreement. Others feel that a sixty day period of complete stoppage of recording may follow, during which time the Federation and the operators can make some kind of deal.

Commenting on Petrillo's action Glenn Burrs, of *Down Beat*, had this to say:

"President Petrillo has come out with the long-awaited move to collect royalties on phonograph records and transcriptions. No musician feels that the idea is bad. But every bandsman should feel that the method is wrong. However desirable the end of cutting musicians in on the waxed profits of their own making, you don't get it by "announcing" that it is going to happen or else. Prexy Petrillo is in no legal position to force what he wants. Not only will he run into court action if he tries, but very definitely the government is going to have something to say about shutting off a principal source of amusement for the 130,000,000 people that are on the way to losing their cars.

Amusement will have to start in the home. And while not everyone owns a phonograph, they do have radios, and can listen to the all-recorded shows that have become so popular in the past five years. Or they can snag a coke and listen to Glenn Miller for an additional nickel down at the corner drugstore. Does Mr. Petrillo honestly think he is going to put musicians in here? Of course he doesn't. He is too realistic a union man for that—also too realistic a union man to go ahead with this record ban.

As a matter of fact, we suspect Mr. Petrillo of playing a very smooth game of politics."

It seems definitely certain that Petrillo can't force the record companies to sell to homes and not to phonograph operators. To do so would be clear and illegal restraint of trade. Petrillo must either stop recordings altogether, or attempt to bargain with that threat in mind.

The consensus of opinion is that if he does stop recording, he will be faced by the toughest fight in the history of the Federation. All of the networks along with the record companies, transcription firms, and automatic phonograph operators, can institute suits for conspiracy in restraint of trade. Reports reaching us from the East indicate that some firms have already instructed their legal representatives to prepare briefs for use "just in case."

As this issue of THE REVIEW goes to press the outcome is still doubtful and we suggest operators write in for late developments and refrain from being intimidated into any location license or royalty fee arrangement.

Pennsylvania Music Men Issued Defense Unit Charter

PHILADELPHIA.—The first favorable publicity break given to any phase of the coin-operated machine business in many long, betroubled months occurred on Thursday, June 25, when Judge Harry McDevitt, President of Common Pleas Court presented a charter as a Defense unit to the members and servicemen of the Phonograph Operators Association of Eastern Pennsylvania and New Jersey.

His Honor recessed his trials in order to make a special presentation to President William King, Business Manager Jack Cade and the other officials and group leaders. He commended the group for their willingness to make an all-out effort to make their services available to the government where they were needed.

As outlined in last month's COIN MACHINE REVIEW the 155 operators and servicemen affiliated with the local group will serve in continuous, twenty-four, round-the-clock duty as repairmen and bomb removers in case of an air-raid. The heads of the various sector units are always in contact with central city headquarters and in a position to assign their aides to duty in their home section in any emergency need. The cars and trucks of every operator are used as an integral part of the outfit's equipment, to be requisitioned for instant duty.

All local papers ran large stories on the charter presentation and several reporters were laudatory in their comments about the fine work being done by the Phonograph Operator's Association.

Another result of this Association's cooperation was the scheduling of a special feature story on the entire coin-machine industry by the area's most widely read publication, which has a circulation running over a million readers. A special reporter has been visiting all operators gathering material for his article.

A few more such smart publicity stunts

(See PHILADELPHIA, Page 16)

Have You Tried the

BENNETT 4000-PLAY NEEDLE?

We feature the BENNETT 4000-PLAY NEEDLE because we have found it to be the very finest needle available to the music operator today, and by far the best value for his money. We have sold thousands of these needles and are yet to have one complaint concerning their performance . . . certainly a record that bespeaks their superiority. Get Our Introductory Deal Now!

Now Available—

CAPITOL RECORDS

Ready for Immediate Delivery—Complete First Release, Including Two Sensational Hits:

"STRIP POLKA" by Johnny Mercer
"COW COW BOOGIE" by Freddie Slack
and vocal by Ella Mae Morse

THEY'RE SENSATIONS! DON'T MISS OUT ON THEM!

JACK GUTSHALL DISTRIBUTING CO.

1870 W. Washington Blvd. Los Angeles, Calif.
ROchester 2103

PHILADELPHIA

(Continued from Page 15)

and the public damage done by adverse reports widely carried in local media, will be almost entirely mitigated. Already a fall program of clever promotion and publicity is being worked on by Business Manager Jack Cade and his special committee, which handles public relations.

* * *

New office aid for the Phono Operators is charming Miriam Knight who seems capable and is certainly attractive enough to warrant encore visits to the office by all members.

The largest business transaction in several years was completed during the past month when Frank Engel and Mike Spector, proprietors of the Automatic Sales, purchased the vast route and machines of the Fairmore Music Co. This sale, it was rumored, involved more than a quarter-million dollars. Spector and Engel, who are also the Seeburg phonograph distributors, thus place themselves in the same important position as Rock-Ola phonograph distributor Sam Stern who has also acquired large routeage since entering the business on his own several years ago.

Congratulations poured in this month on Raymond Rosen & Co.'s record sales manager Morton Gellard when his wife bore twins at the Lying-In Hospital. The five-pound nine-ounce boy was promptly named Freddy while his one-pound lighter sister was named Betty. The charming infants and their equally delightful mother were reported doing well at last reports, though new daddy Mort was on the verge of collapse.

Operators made the acquaintance of RCA operator research official Joseph Bianco who spent some time here conducting an investigation into operator problems with the purpose of securing factory cooperation in curing these troubles. He traveled through the territory with Rosen Co.'s operator salesman Nelson Verbit, and also with Jack Cade.

Hit records of the month included: Dinah Shore's "Three Little Sisters"; Vaughn Monroe's "Tangerine"; Glenn Miller's "Don't Sit Under the Apple Tree"; King Sisters "Jersey Bounce"; Freddy Martin's "My Gal Sal" and the Shore girl's "One Dozen Roses".

Teddy Powell made an excellent impression upon local band-followers and operators during the week which his gang played at the Philly Earle theatre. They did an excellent business during a hot summery week, most of which was chalked to the credit of the Powell gang's draw.

QUAKEROAMING. — Eddie Heller is now a member of the morale division at Camp Eustis, Va. He is a member of the anti-aircraft division and also a band-musician, which makes him an all-around soldier. Tony Pastor's "Brother Bill" record caught on as quickly as did the first discing of Elliott Wexler's click tune. The summer recess is now in operation at the Phono Operator's Association.

Harry Bortnick

Miller Band Wins Poll

NEW YORK—Glenn Miller and his Orchestra won first place in a poll of high schools and colleges conducted over a six-months period by Allan Courtney's record program over local station WOV.

Miller took first place, Harry James and Tommy Dorsey finished in a neck-and-neck race for second and third, and Jimmy Dorsey, Vaughn Monroe, Benny Goodman, Kay Kyser, Charlie Spivak, Sammy Kaye, and Claude Thornhill followed in the order named.

Capitol Vacates Premises

NEW YORK — When the Government needs something they get it quick from William A. Goetz and his Capitol Automatic Music Co., even if it means giving up their headquarters.

When the Government contractor working on Defense Contracts in the same building as Capitol, needed additional space Goetz bundled up his organization and moved quickly to 335 West 35th Street.

For his splendid co-operation Goetz received a nice letter of thanks from Assistant Major of Ordnance Department R. R. Wentz.

Korn Kobblers Vacation

NEW YORK. — The Korn Kobblers didn't expect to vacation until later in the year, but they were wrong.

Opening at the Flagship 29 in Union, New Jersey, December 23rd, the combo was slated to remain until mid-July but a $100,000 fire ruined the club on June 13th and set them loose on their first vacation in 3 years.

Korn Kobblers expect to be back at some New York spot in late July.

USED PHONOGRAPHS

ALL MACHINES RECONDITIONED
GUARANTEED TO WORK PERFECTLY

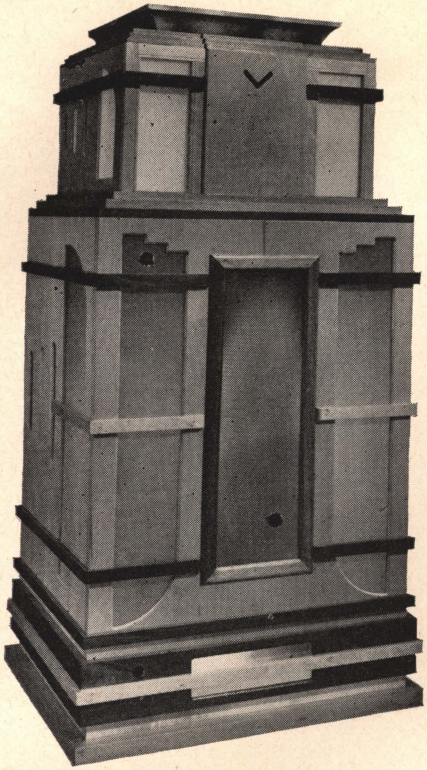
WURLITZER 950	WRITE	SEEBURG ENVOY, RC, ES	275.00
WURLITZER 750E, New	WRITE	SEEBURG 30-WIRE BOXES	12.50
WURLITZER 800, Packard Adapter	WRITE	SEEBURG WIRELESS BOXES	27.50
WURLITZER 800	WRITE	ROCK-OLA PLAYMASTER, like new	WRITE
WURLITZER 600	$150.00	ROCK-OLA USED BOXES	WRITE
WURLITZER 500	180.00	2 New FILBENS	WRITE
WURLITZER 24	125.00	1 Charm Cabinet	SPECIAL
WURLITZER 616	65.00	1 DeLuxe Cabinet	BIG DISCOUNT
SEEBURG MAJOR, RC, ES	300.00		

We have a Complete Stock of Packard Parts and Adapters.
A Few New Packard Pla-Mor Selectors Still In Stock.
30-WIRE CABLE.

Jack Gutshall Distributing Co.

1870 West Washington Blvd., Los Angeles, Calif.
ROchester 2103

Modernize Your Old Equipment



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WITH THE NEW

PLAY-MORE

REPLACEMENT CABINET

FLASHY — ATTRACTIVE — ECONOMICAL

ADAPTABLE FOR ANY 2 12-RECORD MECHANISMS, 20 & 24 RECORD MECHANISMS

Enjoy NEW MACHINE PROFITS with the finest replacement cabinet available to operators today . . . THE NEW PLAY-MORE. Beautifully illuminated modernistic glass paneling, flame designed action glass panel in the front to attract attention and invite play, natural finished wood, exquisitely grained.

The new PLAY-MORE is truly an operator's cabinet for the mechanism can be easily installed with no undue fuss or bother. Cabinets come equipped with lights installed. Front glass panel easily removed for quick access to front part of mechanism.

Due to the war program only a very limited number of PLAY-MORE Cabinets will be available. We suggest you do not delay.

WRITE — WIRE OR 'PHONE TODAY!

JACK GUTSHALL DISTRIBUTING COMPANY

1870 West Washington Blvd., Los Angeles, Calif.
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To the Music Operators of the West

We are appreciative of the fine volume of business we have received from Western Music Men on our

KEN-RAD TUBES

We shall endeavor to continue supplying your tube requirements. Our stocks are ample and, with rare exceptions, we feel we will be able to supply your every tube requirement for the Duration.

Write for Price List on Tubes and Other Supplies for Automatic Music Operators

SHELLEY RADIO CO.

1841 South Flower St., Los Angeles, Calif.
PRospect 4484

SEATTLE

SEATTLE—It was oodles of fun, adventuresome and all that—but golly, it's good to be home again! The Van Booths are back in town, neighbors, so dust off the coin plunger, shine the chute, and light up the backboard. Six months ago, Van was a leading operator and wife Beulah was office-acing at Western Distributors when the bug called Green Pastures began to bite. After all, they were young and energetic, so why not quench their thirst for new horizons? They bought a 40-acre farm in Mt. Vernon and dedicated their waking hours to the cows and sheep and chicks. However, they failed to reckon with the lean Northwest labor market, for when they tried to hire help, they were told that the armed forces and the war plants had gobbled up most of the boys. So they sold the farm. But the thirst for new endeavor still clung to their throats like dust after a stretch across the lone prairie. This time it was a 22-apartment court in Yakima which captured their interest and their folding money. For a couple of young red-bloods, the real estate field lacked appeal; that's why they succumbed to the first buyer who planked down the cash. The Booth trail led back to Seattle—back to Western Distributors for Beulah, and to Boering Aircraft for Van. And that, neighbors, brings the story of our wandering Coin Rowers up to date.

If you've got the qualifications for a phonograph record jobbing house manager, get into that long line forming at Harper-Meggee's and wait your return. Uncle Sam has been levelling the big sixteen inchers and the casualties have been terrific. Portland Manager Tom Curry succeeded Maybel Dace at Seattle a few months ago, but before he could get his chair broken in, the Draft Board started flirting with his 1-A rating. Tom joined the Army Transport, and is now a meat cutter. With Curry cutting up, Theron Heckel, a salesman for two years, got the nod. Two months elapsed, during which time Heckel heckled sales figures to greater heights. All the while, Theron forgot about his status with the naval reserve—but elephantine-memoried Sam Bluejacket didn't. That's why he left for the Reserve Officer's school at Columbia University on June 27. The managerial line is thinning. Who's next?

COININGS ON THE CUFF—The chap who said "Better late than never," has a devout believer in Cly Newton. After sixteeen years of married bliss, the stork tripped on his way over the Newton household and dropped a neat little bundle known as Betty Lou Newton . . . It started out as a 12-day relaxer to Joe Hart's mink farm in British Columbia, but in order to return to the home hearth 22 days later, the Ron Pepples had to run the Alaska blockade, out-maneuver the Canadian army, and win a whole string of debates with custom's officials . . . Mae Pritchard is Harper-Meggee's new Portland manager.

E. A. Morse, quick-lipped Medford, Oregon operator, dropped in to say hello to his Seattle pals. After taking Webster through the work wringer, Morse hied back to the timber belt where he is trying to sell army officials on Morse-operated phonos for their canteen . . . No sooner did Decca lose the services of two love-sick maidens, then another was added to the force. Violet Stewart will say "Howdy" to the altar in August . . . When he couldn't pick off a warehouseman in the shallow employment bowl, Solly Solomon rolled up his sleeves, grabbed a hammer and a mouthful of nails, and slam-banged together the boxes quicker and better than all the clerks he ever employed.

Remember smiling, personable Ray Pepple, the Joe Hart sweetheart? Well, Ray missed seeing service in the Philippines and becoming a Bataaner by the speck off a fly's rear quarters. He's now a first lieutenant "somewhere in the U. S. A." . . . Robert Mills fired a ten-gun salute in announcing Puget Sound Novelty as their Northwest representatives for Panoram Soundies—and Manager Cly Newton returned the salute with an order for four carloads . . . Married five months, Decca's Louise Haug was queried as to her reaction to the wedded state. Quote Louise: "My husand hasn't been around long enough for me to find out." Hubby is a second-class fireman in the Navy, helping keep the fire of victory aflame.

The time is ripe for one of you coinsters to come to the aid of your scribbler and walk off with ten dollars in war stamps for a few paragraphs of pinch-hitting as annual Guest Columnist. In 1940 it was Barbara Nafsted. Mrs. Frank Countner rang the bell in 1941. And 1942 . . . If you or your wife are affiliated in any way with the coin machine business, you're eligible to cash in. Drop a line to your correspondent—5224 - 37th N. E., Seattle—and get the few simple rules.

Louis Karnofsky

A Salute to the JACK GUTSHALL DISTRIBUTING CO.

as the

Top BENNETT

NEEDLE DISTRIBUTOR IN THE WEST!

JACK GUTSHALL

Jack Gutshall Distributing Company, and the music operators they serve, have found the BENNETT 4000 PLAY NEEDLE to be the finest on the market today . . . as evidenced by their purchases totaling 17,500 Bennett needles in the past few weeks.

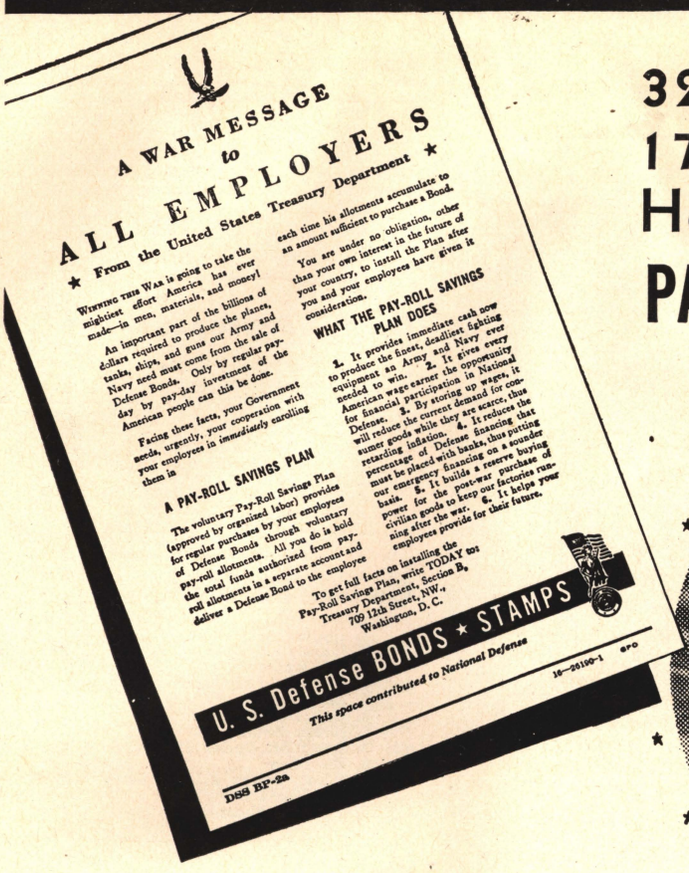
We want to express our thanks to Jack Gutshall for this new order for an additional 10,000 needles which makes him the Top BENNETT 4000 PLAY NEEDLE distributor in the entire West from June 15 to July 15.

W. E. SIMMONS

1025 N. Highland Ave.
HOLLYWOOD, CALIF.

FACTORY REPRESENTATIVE FOR BENNETT NEEDLE IN 11 WESTERN STATES

INDUSTRY ANSWERS THE CALL!



A WAR MESSAGE
to
ALL EMPLOYERS
★ From the United States Treasury Department ★

WINNING THIS WAR is going to take the mightiest effort America has ever made—in men, materials, and money!

An important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day by pay-day investment of the American people can this be done.

Facing these facts, your Government needs, urgently, your cooperation with your employees in *immediately* enrolling them in

A PAY-ROLL SAVINGS PLAN

The voluntary Pay-Roll Savings Plan (approved by organized labor) provides for regular purchases by your employees of Defense Bonds through voluntary pay-roll allotments. All you do is hold the total funds authorized from pay-roll allotments in a separate account and deliver a Defense Bond to the employee each time his allotments accumulate to an amount sufficient to purchase a Bond.

You are under no obligation, other than your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

WHAT THE PAY-ROLL SAVINGS PLAN DOES

1. It provides immediate cash now to produce the finest, deadliest fighting equipment an Army and Navy ever needed to win. 2. It gives every American wage earner the opportunity for financial participation in National Defense. 3. By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus retarding inflation. 4. It reduces the percentage of Defense financing that must be placed with banks, thus putting our emergency financing on a sounder basis. 5. It builds a reserve buying power for the post-war purchase of civilian goods to keep our factories running after the war. 6. It helps your employees provide for their future.

To get full facts on installing the Pay-Roll Savings Plan, write TODAY to Treasury Department, Section B, 709 12th Street, NW., Washington, D. C.

U. S. Defense BONDS ★ STAMPS

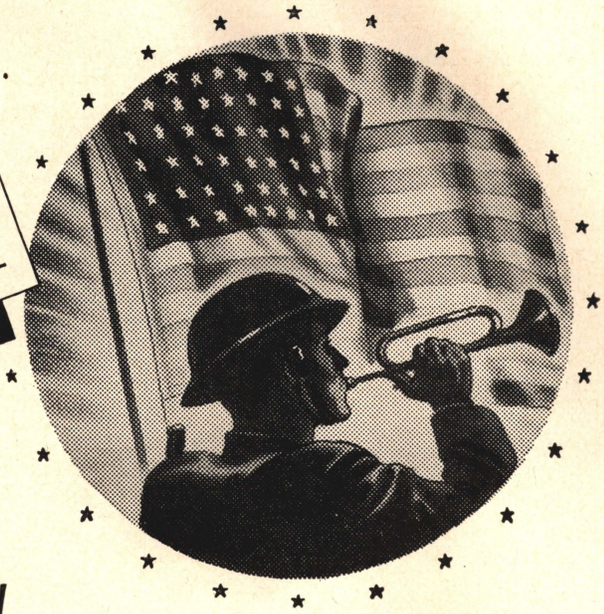
This space contributed to National Defense

16—26190-1 GPO

DSS BF-2a

32,145 Firms With Over 17,700,000 Employees Have Installed the . . .

PAY-ROLL SAVINGS PLAN



COIN MACHINE REVIEW
19
FOR JULY 1942

Have YOU Started the Pay-Roll Savings Plan in YOUR Company?

Like a strong, healthy wind, the Pay-Roll Savings Plan is sweeping America! Already more than 32,000 firms, large and small, have adopted the Plan, with a total of over seventeen million employees—and the number is swelling hourly.

But time is short! . . More and more billions are needed, and needed fast, to help buy the guns, tanks, planes, and ships America's fighting forces *must* have. The best and quickest way to raise this money is by giving *every* American wage earner a chance to participate in the regular, systematic purchase of Defense Bonds. The Plan provides the one perfect means of sluicing a part of ALL America's income into the Defense Bond channel regularly every pay-day in an ever-rising flood.

Do *your* part by installing the Pay-Roll Savings Plan *now*. For truly, in this war, this *people's* war, VICTORY BEGINS AT THE PAY WINDOW.

Plan Easy to Install

Like all efficient systems, the Pay-Roll Savings Plan is amazingly easy to install, whether your employees number three or ten thousand.

For full facts and samples of free literature, send the coupon below—today! Or write, Treasury Department, Section C, 709 Twelfth Street NW., Washington, D. C.

MAIL THIS COUPON NOW

Treasury Department, Section C
709–12th St., NW.
Washington, D. C.

We want to do our part. Please rush full information regarding the Pay-Roll Savings Plan.

NAME .....

POSITION .....

COMPANY NAME .....

ADDRESS .....

NUMBER OF EMPLOYEES .....

TREASURY DEPARTMENT

MAKE EVERY PAY-DAY . . . BOND DAY!

U. S. Defense BONDS ★ STAMPS

This space is a contribution to NATIONAL DEFENSE

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

WHAT'S NEW —with the Music Publishers

Up the Alley

NEW YORK — Cab Calloway is using *Pushing' Sand*, as published by Regent Music, as his closing feature on current theater engagements. Tune is a Harlem novelty and Woody Herman and Kay Kyser are set to record it soon.

And, speaking of Regent Music, Juggy Gayles is now at the helm since Harry Goodman enlisted in the army.

Allan Courtney Music has been admitted to membership in ASCAP.

Circle Music has taken on Leonard Whitcup's *Song of the Victory Fleet* for publication.

Pamaca Music has been organized in Chicago with Carroll K. Cooper as the local professional manager. Firm's first ditty is *On a Summer Holiday*.

Tin Pan Alley Music Co. announce the following as their latest: *Please Send Me Someone to Love*, *Our Liberty*, and *Uncle Sammie's Soldier*.

Kelly Boy is the name of a new song dedicated to Colin P. Kelly and written by Thomas O'Reilly of Cincinnati.

Santly-Joy-Select are very pleased with the tremendous interest in *Don't Tell A Lie About Me*. Tune has been recorded by the top names on records and is getting an excellent play on automatic phonographs.

Rubank of Chicago is publishing a new military number, *A Rookie Joined the Army*, by Major Ed Chenette, bandmaster at Mississippi State College.

I'm Getting Rid of You is the flippant title of Jerry Brandow's new ditty. Jerry co-authorized *Hold Tight* of a few years back.

Jimmy Ruel is the new contact man for Jewel Music.

Southern Music has slated a heavy campaign for *The Sailor with the Navy Blue Eyes*, a tune written here and currently an English best seller.

Harry Lenk and Ervin Drake, writers of *Pound Your Table Polka*, have dashed off a new one, *Eagles of America*, which is dedicated to General Jimmy Doolittle.

Love Will Never Die is a new ballad, published by Simon Balicer.

Mallory Music Publications, Hollywood, has published a new tune entitled *Let's Make Every Moment Count*, written by Earl Bradford.

Dash-Connelly have taken on *You Gave Your Love to Somebody* from the pens of Billy Hayes, Frank Capano and Morton Berk.

Robbins Music newest ditty, *We Shall Meet Again*, is written by Lady Auckland and Charles Bromfield, who is the brother of Louis Bromfield, the famous author.

Joe Davis is set to record *My Sugar's Plenty Sweet for Me* for his new Beacon record label. Number was published by Joe Davis. Ted Shapiro and Benny Davis wrote the ditty.

Among the numbers to be published by Russ Hill's new Country Music Co. in Chicago, a BMI affiliate, are *Pepper Pot Polka* and *Dutch Garden Schottische*, both of which are slated for Deccawaxing.

Another interesting note on Hill is that he collaborated with Ernest Ford on *Daddy Brings Home the Bacon* (But Mama's Gotta Fry It), now getting plenty of plugs on WLS by the Prairie Ramblers.

Bregman, Vocco & Kahn have purchased Eddie Condon and Johnny De Vries' new song, *Wherever There's Love*.

Excelsior Music is plugging its new tune *The Most Important Thing Is Love*.

Alvin Music has a wild pair in a novelty *A Blackberry's Red When It's Green*, and another Monty Siegel ballad, *I Still Have That First Picture of You*.

Tempo Music, famous for *Flamingo* and *Take the A Train*, have expanded. New ditty is *The Wear and Tear of Loving Someone Like You*, by Calvin Jackson.

Put A Nickel in the Music Box is the title of a new number by Tim Gayle and published by Bell Music in Chicago. Ted Weems introduced the number which plugs music via automatic phonographs.

—*The Alley Cat*

Movies Promote Swing

HOLLYWOOD.—According to Les Hite, currently organizing a new band here, the movies may soon become the number one medium for bringing swing music to the attention of the public and making it a best seller over automatic phonographs.

"California has never been so jazz-minded as it is today," says Hite. "The recent crop of historical-musical stories like 'Syncopation' and 'Birth of the Blues' is only the beginning. Soon every producer will be trying to figure out an angle which will give him a chance to work a good hot band into his next production."

KEEP THE COINS COMIN' YOUR WAY WITH THIS HIT

Great New Love Ballad

DON'T TELL A LIE ABOUT ME

(And I Won't Tell the Truth About You!)

HORACE HEIDT—Columbia 36548
WOODY HERMAN—Decca 18357
INKSPOTS—Decca 18383
WAYNE KING—Victor 27871
VAUGHN MONROE—Bluebird 11468
BARRY WOOD—Bluebird 11538

SANTLY-JOY-SELECT, Inc.
1619 Broadway, New York City

yes sir, it's
STRICTLY INSTRUMENTAL
On Decca: JERRY WALD

everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

Review Musical Popularity Poll

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

JULY, 1942

On Phonographs—

1. Jingle, Jangle, Jingle
2. Jersey Bounce
3. Johnny Doughboy Found A Rose in Ireland
4. Sleepy Lagoon
5. Who Wouldn't Love You?
6. Don't Sit Under the Apple Tree
7. Tangerine
8. Three Little Sisters
9. One Dozen Roses
10. Sweet Eloise

On Wired Music—

1. Jingle, Jangle, Jingle
2. Johnny Doughboy Found A Rose in Ireland
3. Always In My Heart
4. Sleepy Lagoon
5. One Dozen Roses
6. Jersey Bounce
7. Don't Sit Under The Apple Tree
8. Not Mine
9. When You're a Long, Long Way From Home
10. Trumpet Blues

On Radio—

1. I Left My Heart At The Stage Door Canteen
2. Jingle, Jangle, Jingle
3. One Dozen Roses
4. Idaho
5. Who Wouldn't Love You?
6. He Wears a Pair of Silver Wings
7. Johnny Doughboy Found A Rose in Ireland
8. Jersey Bounce
9. Take Me
10. Sleepy Lagoon

Best Selling Sheet Music—

1. Johnny Doughboy Found A Rose in Ireland (Crawford)
2. One Dozen Roses (Famous)
3. Sleepy Lagoon (Chappell)
4. Jersey Bounce (Lewis)
5. Don't Sit Under the Apple Tree (Robbins)
6. Skylark (Morris)
7. Tangerine (Famous)
8. Three Little Sisters (Santly-Joy-Select)
9. Who Wouldn't Love You? (Maestro)
10. Jingle, Jangle, Jingle (Paramount)

Best Selling Records—

1. Jingle, Jangle, Jingle
2. Who Wouldn't Love You?
3. Sleepy Lagoon
4. One Dozen Roses
5. Don't Sit Under The Apple Tree
6. Jersey Bounce
7. Tangerine
8. Don't Tell A Lie About Me
9. Skylark
10. Johnny Doughboy Found A Rose in Ireland

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

The Music Picture In the War Area

by D. J. Donohue
District Manager, J. P. Seeburg Corporation

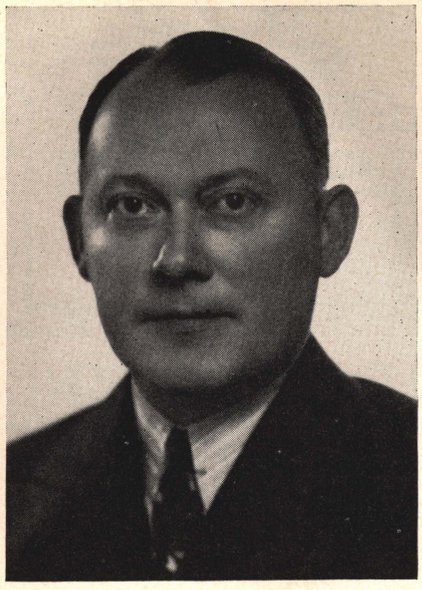
For more than two years, and particularly since the Pearl Harbor attack on December 7th, Music Operators on the Pacific Coast have had a ring side seat to witness the United States at work with their Defense, and now with their War Program.

There is no question about it—people on the Pacific Coast (The Theater of War) are really mindful of the fact that the Nation is at War. For example, the hundreds of thousands of civilians now working in shipbuilding yards, airplane plants, and in allied industries; airplanes constantly roaring over head; bridges all manned with military personnel; anti-craft guns all up and down the Coast; racetracks and fairgrounds now being used for concentration camps for aliens or for soldiers; Jap submarines shelling at oil refineries near Santa Barbara, and more recently their submarines also shelled Seaside, Oregon; training for Civilian Defense such as Air Raid Wardens, fire watchers, first aid assistants, auxiliary police and firemen; civilian air patrol, etc. Then, again, we see the streets filled with men in military uniform; women in various types of military uniforms also; army trucks, jeeps, etc., going through the streets, and quite recently we observed the aluminum colored Barrage Balloons, which float above the War Production Plants. We have also witnessed the evacuation of the Japanese from their homes and businesses into concentration camps.

That is the War Picture, which the Pacific Coast Operators have been looking at for sometime back.

Naturally, all of this has brought about many problems and changes in the Coin Operated Phonograph business starting back last Fall when we received our first increase in prices, then excise taxes; higher taxes of all kinds; Blackouts, dim outs on the ocean highways, threatened gasoline rationing on the Coast, rubber and tire shortage, service men joining the Armed Forces, and now there is some talk of rationing train, bus and airplane travel, as well as curtailing the shipment of non-essential goods by rail or bus. Then we have had the temporary problem of the Phonograph Record Industry to contend with, but fortunately this seems to be shaping itself around to the satisfaction of all concerned.

Regardless of the above, general business on the Pacific Coast is booming—not only because the population at large is working in War Production Plants at good wages, but the whole situation has had a tendency to speed up the farming, mining and lumbering activities. Result is that people generally seem to have more money to spend for pleasure, and that's why Music Operators in this territory are boasting of a greater "take" than ever before. This applies not only where the military traffic is heavy, and in War Production Plant areas, but operators in outlying sections say—in spite of losing the younger men to the Military Service, and others going to work on the Coast in War Industries, that they are also enjoying a most satisfactory "take", all of which is most encouraging.



D. J. DONOHUE

There is no question but music provided by Coin Operated Phonographs is essential and important to the morale of the war workers, civilians, and those in military service. This is proven by the statement made above that the "take" from phonographs is better than ever before.

Even before the War Production Board issued their order to the Coin Machine Industry that all manufacturing of our equipment must be discontinued, our Company was busily engaged in producing and manufacturing many items for Military use. Today the J. P. Seeburg Corporation have their facilities taxed to 100% capacity on War Products exclusively, and every employee is contributing maximum effort.

In addition to our activities in the War Program, our Company has been very active in offering suggestions to our Distributors so that operators of Seeburg Music Systems might be able to continue their operations as in peace time. They have encouraged all Seeburg Distributors to maintain their organizations so that Music Operators will be able to get the same efficient service that they have always enjoyed. Distributors are maintaining expert factory trained technicians to assist operators in carrying out this program, and we recommend that you call on them from time to time. We would also like to see operators carefully check all their equipment, now on location, to make sure that it is in first class working order for the duration.

Our Distributors also have an assortment of used phonographs and auxiliary equipment to take care of your needs. They also have liberal stocks of parts to accommodate emergencies from time to time.

There are many things also that the Music Operator can do these days to improve his earnings. For example, the so-called "Just Around the Corner Spots". These locations in the past possibly have not warranted new phonographs, or even wall or bar boxes, but today with everybody conserving tires, threatened gasoline rationing here on the West Coast, etc.—these locations are remodeling their premises and reaching out for local or neighborhood patronage. Analyze these "Spots" *today* and if you have noticed a sufficient increase in the "take" to justify new equipment—see your local Seeburg Distributor because he only has a limited supply of new 1942 equipment left, and it should be sold out very shortly.

Operators around Army Camps, Military Posts, War Production areas should be on the alert at all times, because new and remodeled locations are prospects every day for new and improved Seeburg Music Systems to increase weekly earnings.

The Phonograph Operator today is in a mood to *make money* and as a result a lot of competitive evils, which have existed in the operating business in recent years, seem to be disappearing, and we trust as time goes on this spirit will spread, not only up and down the Coast, but throughout the United States.

It has been very gratifying to observe the splendid attitude of our Music Operators in turning in their old rubber and taking an active part in the National Campaign. Further, they have been most generous in their purchases every week of War Stamps and Bonds, and we trust they will continue this splendid practice.

Don't forget—Seeburg originated and introduced Wireless Remote Control Music—the greatest achievement in Automatic Music.

Burbank Adopts License

BURBANK, Calif.—Despite the protest of music operators the City Council passed amendments to the Burbank license ordinance on June 10th placing a $12.00 per year per instrument license on music machines.

Other new fees adopted included a $1.00 per year license fee for each weighing machine.

everyone's got a nickel for
BROTHER BILL
On Bluebird: TONY PASTOR

yes sir, it's
STRICTLY INSTRUMENTAL
On Columbia HARRY JAMES **On Bluebird BOB CHESTER**

★ ★ **SHOOT THE JAP RAY-O-LITE GUNS** ★ ★
$125.00 — VALUE — $94.50
Legal and tax free. Reconditioned Seeburg Chicken Sam Guns converted to the Jap Ray Gun by factory trained mechanics. Oriental doll and entire inside of cabinet is hand painted by well-known Chicago Artist. When we get thru the machine in appearance and condition is practically new. Amplifier, tubes, cables and all parts checked and ready for location. Our price $94.50. One-third deposit with order. Special cash offer. A certified check of $89.50 will start one of these quick income Ray Guns on the road within 24 hours. The best gun investment on the market today.
CHICAGO NOVELTY CO., INC.
1348 NEWPORT AVE. CHICAGO, ILL.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

Initials preceding record numbers indicate labels, thusly: B—Bluebird; C—Columbia; D—Decca; O—Okeh and V—Victor.
FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

★ ★ ★ ★

4 STAR

B-11553 Barry Wood
JINGLE, JANGLE, JINGLE (V)
SOUTH WIND (V)

B-11548 Bob Chester
STRICTLY INSTRUMENTAL (FT)
KEEP THE HOME-FIRES BURNING (FT)

C-36613 Benny Goodman
IDAHO (FT VC)
TAKE ME (FT VC)

C-36610 Horace Heidt
I NEED VITAMIN "U" (FT VC)
HEAVENLY HIDEAWAY (FT VC)

C-36611 Cab Calloway
VIRGINIA, GEORGIA AND CAROLINE (FT VC)
I'LL BE AROUND (FT VC)

C-36612 Frankie Masters
SOMEBODY'S THINKING OF YOU TONIGHT (T)
THE FERRIS WHEEL (FT VC)

C-36604 Kay Kyser
JINGLE JANGLE JINGLE (FT VC)
HE WEARS A PAIR OF SILVER WINGS (FT VC)

C-36605 Kate Smith
THIS IS WORTH FIGHTING FOR (V)
MY GREAT, GREAT, GRANDFATHER (V)

C-36601 Count Basie
I'M GONNA MOVE TO THE OUTSKIRTS OF TOWN (FT VC)
BASIE BLUES (FT)

D-18391 Bing Crosby
WHEN THE WHITE AZALEAS START BLOOMING (V)
NOBODY'S DARLING BUT MINE (V)

D-18392 Fred Waring
SLEEPY LAGOON (W VC)
THE FOUNTAIN (W VC)

D-18393 Russ Morgan
NIGHTINGALE (FT VC)
I'M GETTIN' MIGHTY LONESOME FOR YOU (FT VC)

D-18383 Ink Spots
DON'T TELL A LIE ABOUT ME, DEAR (V)
WHO WOULDN'T LOVE YOU (V)

D-18384 Connee Boswell
SMOKE GETS IN YOUR EYES (FT VC)
LOOK FOR THE SILVER LINING (FT VC)

D-18359 Bob Crosby
BRASS BOOGIE PART ONE (FT)
BRASS BOOGIE PART TWO (FT)

0-6690 Gene Autry
JINGLE JANGLE JINGLE (V)
I'M A COW POKE POKIN' ALONG (V)

V-27931 Dinah Shore
HE WEARS A PAIR OF SILVER WINGS (V)
CONCHITA, MARCHITA, LOLITA, PEPITA, ROSITA, JUANITA, LOPEZ (V)

V-27922 Sammy Kaye
MARY'S A GRAND OLD NAME (FT V)
WONDER WHEN MY BABY'S COMING HOME (FT V)

V-27896 Victor "First Nighter" Orchestra
MARY'S A GRAND OLD NAME (FT V)
GIVE MY REGARDS TO BROADWAY (FT V)

V-27897 Victor "First Nighter" Orchestra
FORTY-FIVE MINUTES FROM BROADWAY (FT VC)
SO LONG, MARY! (FT VC)
YOU'RE A GRAND OLD FLAG (FT VC)

V-27909 Freddy Martin
JINGLE, JANGLE, JINGLE (FT VC)
I MET HER ON MONDAY (FT VC)

★ ★ ★

3 STAR

B-11556 Teddy Powell
LOVE IS A SONG (FT)
TAPESTRY IN BLUE (FT VC)

B-11557 Dick Todd
THE SINGING SANDS OF ALAMOSA (V)
MY GREAT, GREAT, GRANDFATHER (V)

B-11555 The Four King Sisters
CONCHITA, MARCHITA, LOLITA, PEPITA, ROSITA, JUANITA, LOPEZ (V)
MY DEVOTION (V)

B-11549 Abe Lyman
LA GOLONDRINA (W VC)
FOR ME AND MY GAL (FT)

B-11550 Tony Pastor
AIN'T MISBEHAVIN' (FT VC)
BROTHER BILL (FT)

B-11537 Shep Fields
THIS IS WORTH FIGHTING FOR (FT VC)
WONDER WHEN MY BABY'S COMING HOME (FT VC)

B-11547 Erskine Hawkins
JUMPIN' IN A JULEP JOINT (FT V)
BICYCLE BOUNCE (FT)

C-36609 Kate Smith
WONDER WHEN MY BABY'S COMING HOME (V)
OLD SAD EYES (V)

C-36606 Xavier Cugat
NOCHE DE LUNA (BOLERO-VC)
SPANISH DANCE (BEGUINE VC)

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On Decca: JERRY WALD

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On Columbia HARRY JAMES
On Bluebird BOB CHESTER

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On Columbia: CHARLIE SPIVAK

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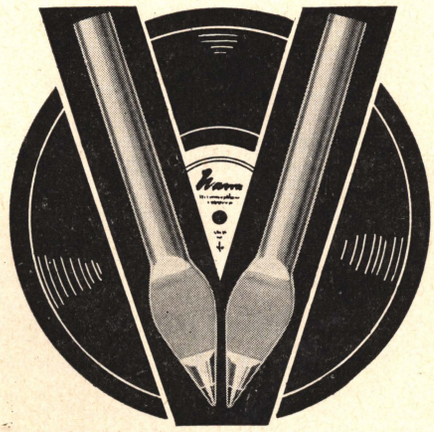

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The world's oldest and largest manufacturer of long-life phonograph needles

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Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

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Raymond Rosen & Company
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It Pays to Use VICTOR and BLUEBIRD RECORDS

RCA HIS MASTER'S VOICE

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C-36599 Harry James
BUT NOT FOR ME (FT VC)
THE MOLE (FT)

C-36602 Les Brown
SWEET ELOISE (FT VC)
HERE YOU ARE (FT VC)

D-18394 Lionel Hampton
FLYING HOME (FT)
IN THE BAG (FT)

D-18385 Jimmy Dorsey
BLUE SKIES (FT)
SOMEDAY (FT)

D-18377 Raymond Scott
PAN AMERICAN HOT SPOT
SECRET AGENT (V)

D-18378 Charlie Barnet
I LIKE TO RIFF (JIVE)
SHADY LADY (FT VC)

D-6052 Dickie McBride
I'LL MISS YOU WHEN I'M GONE (OT V)
TELL ME DEAR, DON'T YOU CARE? (OT V)

V-27919 Freddy Martin
EVERYTHING I'VE GOT (FT VC)
CARELESS RHAPSODY (FT VC)

V-27920 Alvino Rey
HE WEARS A PAIR OF SILVER WINGS (FT VC)
THE FERRIS WHEEL (FT VC)

V-27921 Vaughn Monroe
THIS IS WORTH FIGHTING FOR (FT VC)
THE CORPORAL TOLD THE PRIVATE (FT VC)

V-27932 Sammy Kaye
SOUTH WIND (FT VC)
I LEFT MY HEART AT THE STAGE DOOR CANTEEN (FT VC)

V-27923 Tommy Dorsey
TAKE ME (FT VC)
BE CAREFUL, IT'S MY HEART (FT)

V-27925 Vaughn Monroe
MY DEVOTION (FT VC)
WHEN I GROW UP (FT VC)

Davis Signs Allen

NEW YORK.—Joe Davis, who recently created quite a stir along Tin Pan Alley when he announced the organization of his new Beacon Records, the purpose of which is to help in the exploitation of tunes he publishes, beat several of the major recording companies to the draw when he signed Bob Allen and his Orchestra, currently at the New Pelham Heath Inn.

This will mark the first time that Allen has been heard on records since his singing days with Hal Kemp. On his first Beacon Record date, Allen will record four sides of which one will be "Keepin' Out Of Trouble" by Andy Razoff who wrote such tunes as "Ain't Misbehavin' ", "Christopher Columbus", "Supposin' " and "Honeysuckle Rose". Allen will also record the "Air Raid Warden Song" by Charles and Nick Kenny. The Beacon Records now have a wide distribution on music boxes throughout the country, and the first Beacon Record of Jerry Wayne's recording of "This Will Be A Lonesome Summer" has already gone over the 25,000 mark.

Watch for these~

New Capitol RECORDS

A Solid Hit!
COW-COW BOOGIE
Featuring the New Vocal Find
ELLA MAE MORSE
FREDDIE SLACK
and his Orchestra

A Sensational Disc!
STRIP POLKA
The Clever New Novelty Number
Composed and Sung by
JOHNNY MERCER

CAPITOL RECORDS, 1483 N. Vine, Hollywood, HE-3148
629 Tenth Avenue, New York City, LOngacre 3-6144

Gutshall Offers Cabinet

LOS ANGELES—The Play-More is the name of a new deluxe replacement cabinet being offered Musicmen by the Gutshall Distributing Co. Finished in natural wood, beautifully grained, the cabinet is a thing of true beauty. Modernistic glass insert panels on the front and sides, plus an illuminated action flame in the large center panel on the front make the cabinet extremely attractive and the action effect makes the cabinet a dominant attraction in any location.

The Play-More is adaptable for any two 12-record mechanisms as well as any 20 and 24-record mechanisms. Units may be easily and quickly installed with no undue fuss or bother. Large center panel on the front can be removed to provide easy access to the front of the mechanism when installing.

"We believe the Play-More fills a need amongst operators at the present time for a new, flashy and attractive cabinet that will provide them with new machine profits on a very moderate investment. Play-More is just such a cabinet," said Jack Gutshall of the Jack Gutshall Distributing Co.

"Due to the present war program only a limited number of cabinets can be constructed so it will be a case of first come, first served," concluded Gutshall.

R. H. Wurlitzer Resigns

NORTH TONAWANDA.—Rudolph H. Wurlitzer has resigned as chairman of the board and as a director of Rudolph Wurlitzer Co. after 50 years active service with the company.

C. E. Johnson, vice-president and manager of the North Tonawanda division, was elected to the board to replace Wurlitzer.

Mills To Build Planes

CHICAGO—The Mills Novelty Co. has been granted a license to manufacture aircraft and aircraft parts.

Fred Mills, president, said the company will turn out plywood parts, ailerons and tail structures for fighting planes and eventually will construct a new plant to be used in the manufacture of complete planes under licenses of the Langley Aviation Corp. Construction would include plastic plywood fighter planes and gliders.

yes sir, it's
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On Decca: JERRY WALD

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VICTOR RECORDS

1. ONE DOZEN ROSES
   Victor 27881—Dinah Shore
   Bluebird 11486—Art Kassell
2. SLEEPY LAGOON
   Victor 27875—Dinah Shore
   Bluebird 11496—Vaughn Monroe
3. JOHNNY DOUGHBOY
   Victor 27870—Sammy Kaye
   Bluebird 11503—Freddy Martin
   Bluebird 11523—Barry Wood
4. JERSEY BOUNCE
   Victor 27809—Jan Savitt
   Bluebird 11490—Shep Fields
   Bluebird 11522—King Sisters
5. JINGLE JANGLE JINGLE
   Victor 27909—Freddy Martin
   Bluebird 11533—Barry Wood

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Congratulations

to the

COIN MACHINE REVIEW

On It's Ninth Birthday

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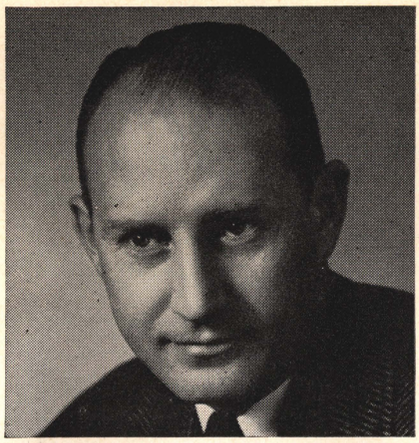
We will continue to maintain

our

NATIONAL PARTS

Department and supply all National Cigarette Operators to the best of our ability.



How long an adequate supply of parts will be available is doubtful so we suggest that operators anticipate their parts requirements for some months to come and lay in a supply NOW!

E. C. McNeil, Inc.

713 SOUTH WESTMORELAND LOS ANGELES, CALIF.

SO. CALIFORNIA

LOS ANGELES—The 4th of July vacation days found Southern California coinmen taking their outings close to home. Nearby lakes and the seashore claimed primary attention and those that didn't budge out of home port stayed home to while away the hours with temperatures ranging from 88 in Los Angeles to 118 in the Imperial Valley. Chickens in the San Fernando valley dropped over dead from the sudden heat spurt.

Arcades at the beaches had their best day of the year and nickels flowed freely into dine and drink spots as the natives sipped their drinks to cool off.

Jack Gutshall finished a month's vacation at Big Bear, on the Sunday after the 4th and returned with Mrs. Gutshall to relate the joys of four weeks of recreational bliss. The Gutshalls had a nifty cabin just a few doors from one owned by Max Factor, the Hollywood cosmetic king. Visitors galore dropped in during the month and the three beds and davenport didn't have an unoccupied night. Prize catch of the month was a four pound trout. Smaller trout, Blue Gills, and the like were plentiful and for the time being, the Gutshalls are not ordering fish in restaurants.

J. E. Minett has moved to a new home he recently purchased in El Monte. Minett was formerly in the Los Angeles area.

Russell Smith of the L. A. office of California Simplex, left on June 17th for a month in Chicago. Russell is still shouting the praises of his young son now about a year old.

L. B. McCreary, E. T. Mape headman, had his arm operated on in mid-June and has been carrying it in a special splint. Improvement is in evidence and it won't be long before Mac will be using the arm again to drive home points in his arguments why Seeburg is the best buy for Music Men.

Ye Scribe caught Mr. and Mrs. William Happell, Jr., in Chinatown on June 18th. The Happells were enjoying the many unique shops after stowing away a true Chinese dinner.

Louis Velasco, Nogales, Ariz., operator, ventured into town the last of June to start some equipment Nogales-ward.

Joe Ash, prominent coin man from Philadelphia, was in Los Angeles the first week in July and dropped in at Badger Sales for a chat with Bill Happell as he made the rounds of local establishments to compare conditions and talk shop.

Nick Carter, operating as the Nickabob Co., reports his phonograph operations have shrunk. Nick started off as a phono. operator and worked up a nice route and augmented it with a wired music system. Little by little he has gone over to the game side until today he has only one phonograph remaining, but a magnificent route of radio rifles for which he prepares his own conversion units.

K. B. Productions previewed "Rubber Racketeers," starring Ricardo Cortez, at the Hollywood Filmarte on June 23rd and received very good press notices the following day. K. B. Productions are none other than Morris and Frank Kozinsky, well known operators in the L. A. area. This is their fourth production and will be released by Monogram. The boys mailed out 850 passes to their friends in the industry but to gain entrance each was required to bring a donation of rubber scrap of any type. Following the preview more than a ton of rubber was turned over to the Government's program.

Phillip Kellerman, president of the Bergstrom Music Co., Honolulu, Hawaii, is on the mainland buying equipment for the islands. Kellerman dropped a huge order off at Badger Sales for music machines to be shipped to the islands under Government priorities.

I should really blush. In the June issue we mentioned that Cantor's Western Vending Machine Service was closing and that "Cantor is closing his local establishment as soon as the localities take his machines away from him." No sooner did THE REVIEW hit the mails than we had a hot 'phone call from Mrs. Cantor emphatically notifying us, and threatening to tell certain peoples, that they did not sell locations. Mrs. Cantor apparently didn't looking up the meaning of "localities" before she called. There is a difference between localities and locations.

On July 28th Senor Shelley, of Shelley Radio Co., will ring the gong when he celebrates his birthday. Here is one fellow really out to serve the music men of the West. Shelley is well stocked with tubes but is rationing them out in a fair manner so that all will be supplied and none will take undue advantage and try to get a corner on a certain tube.

Les Lorden has branched out with films for home movie users and is getting a nice response in this field. Les has five new subjects for the movie operators and from what we've been told, they're PUH-lenty interesting.

Charlie Walters of C. Walters & Associates, defies anyone to stump him on anything. Charlie now has at his elbow a $37.50 leather bound copy of the new Webster Dictionary which was produced at a cost of more than a million dollars. Incidentally, Charlie purchased the book through THE REVIEW'S Book Service Department. Regardless of whatever book you are interested in, we can obtain it for you at a special confidential discount. Try us sometime.

Mac Mohr ran into a streak of luck when the hot weather set in for Mac is well equipped with a swell line of fans for every type of spot.

Phonette has been granted a Defense contract and is now busily engaged in turning out material for the war effort.

Bob Riddell, son of Arch C. Riddell, Pasadena Wired Music King, is in Miami for a course of instruction at the Air Corps School there. Bob is on the administrative side and has as a classmate Clark Gable, of picture fame.

Milton Lange, Glendale operator, is en-

everyone's got a nickel for

BROTHER BILL

On Bluebird: TONY PASTOR

yes sir, it's

STRICTLY INSTRUMENTAL

On Columbia HARRY JAMES — On Bluebird BOB CHESTER

WANTED

We will pay top prices for any Late Bally Marble Game or Keeney Fortune and Contest, also Mills Late Slot Machines and Arcade Equipment.

FOR SALE

CONSOLES

Baker's Pacers, Daily Double	$235.00
Buckley Track Odds	195.00
Evans Galloping Dominos	65.00
Evans Gal. Dom., Late Head	185.00
Exhibit Racers, 7 Coin Play	60.00
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Kenney Track Time, Red Head	75.00
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Jennings Liberty Bell	40.00
Jennings Flashing Through	60.00
Mills Flasher	95.00
Bally Rays Track	75.00

FOR SALE

PAY TABLES

Bally Grand National	$130.00
Bally Grand Stand	105.00
Bally Thistle Down	85.00
Bally Fair Ground	40.00
Bally Fleetwood	30.00
Bally Preakness	23.00
Bally Carom	18.50
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Western's Center Smash	12.50
Western's Flying High	12.50
Stoner's Turf Champ	22.50
Gottlieb Daily Races	15.00

STEWART NOVELTY CO. Phone 3-5055

133 East Second, South SALT LAKE CITY, UTAH

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

How Music Operators may insure revenue during the war . . .

Far-sighted operators—the men who expect to stay in business during, and after, the war—are realizing two important facts: 1. Locations must be made "bump-proof" by furnishing more modern equipment. 2. To meet increased operating costs, revenue from the individual location must be increased proportionately.

You may easily and inexpensively modernize your locations with a Buckley Music System installation. Hundreds of operators in the West have shown double and triple the revenue with Buckley, and we have the facts to prove it. But—make your installations NOW while equipment is still on hand at your nearest Buckley distributor.

Your present phonograph equipment—regardless of age, make or model—may be easily converted. See the Buckley distributor nearest you, today!

BUCKLEY DISTRIBUTORS

GENERAL MUSIC COMPANY

2277 West Pico Blvd., Los Angeles, Calif.

1157 Post Street, San Francisco, Calif.

CHARLES A ROBINSON
1911 West Pico Blvd., Los Angeles,Calif.

WESTERN DISTRIBUTORS
3126 Elliott Ave., Seattle,Wash.

WILLIAM CORCORAN, *Pacific Coast District Manager for Buckley Music Systems, Inc.*

joying his cottage at Arrowhead. Milton likes to surfboard and friends have suggested, as a cautionary measure, that Milt take a few swimming lessons before he goes too far on the surboarding hobby.

Wisconsin visitors at Barger Sales recently were Leslie Harms, Cedarsburg; Mr. and Mrs. Tompkins, Manitowac; I. A. Arron, Milwaukee, and Carl Meyer, Milwaukee. All are engaged in the coin machine operating field in Wisconsin and dropped in to chin with brother-Badger Bill Happell while here on a combination business and pleasure trp.

Capitol Records had two terrifics for the music machine operators in their first release. One was a oJhnny Mercer number, Strip Polka, and second was a Freddie Slack hottie, Cow Cow Boogie. Jack Gutshall Distributing Co. is selling the discs as fast as they come in to the place of business. Capitol makes its first official announcement to the coin machine fraternity in this issue.

eBst clean joke prevalent in local establishments this month is this one: HE: "Why wait till we get home to tell me whether you'll marry me or not?" SHE: "I'm scared; this is the very spot where my father proposed to my mother." HE: "What about it?" SHE: "Well, on the way home, the horse ran away and father was killed!"

Bud Parr and D. L. Turner, when time permits, are getting some nice fish on the live bait boats plying off San Pedro. Bud brought in a big mess of Yellowtail on his lastt outing and the returns from his fishing jaunt of July 9th were not available as this column went to press.

Percy Shields has some grand ideas for a neat layout in the country. Perc has the spot all pick out, has the plans all drawn, and any day now you'll see him going East with a bit of lumber in his truck.

Northwest Sales, Seattle, has been purchasing a bunch of phonographs from Badger Sales for exporting to the Armed Forces in Alaska.

Reports reach Los Angeles that Jack Lamon Jr., son of Jack Lamon of Aloha Novelty Co., is recuperating from a machine gun wound received while on active duty as an aerial gunner with the U. S.

(Turn Page)

everyone's got a nickel for
BROTHER BILL
On Bluebird: TONY PASTOR

ARE YOU PREPARED FOR THE NEW TAXES?

Have you a signed, intelligent, practical, legal agreement with your locations that completely protects you and that anticipates all taxes and other changes that may soon come about? If you haven't—

YOU ABSOLUTELY NEED THE . . .

"HANDYSET LOCATION AGREEMENT"

Acclaimed By All Operators "The Best Ever" . . . Protects You in Every Way . . . Anticipates All Changes in Operating Conditions.

Paragraph 6 States . . . . In the event that any law now existing or which may hereafter be passed by any lawful authority shall require the payment of any license fees, taxes or other charges on account of the use or operation of said equipment, said charges shall be paid by the OPERATOR, but the amount thereof shall be borne equally by the parties herto and the OPERATOR shall be entitled to deduct the LOCATION OWNER'S share of such charge from any sums thereafter due the LOCATION OWNER pursuant hereto, provided however that in the event any such charge shall make the operation of such machine unprofitable the OPERATOR may, upon .....days notice to the LOCATION OWNER, terminate this agreement.

ONLY $4.50 per 100 . . . Order from . . . *Charles Fleischmann*

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VICTORYS..... $84.50

— ONE BALL REPLAYS —
'41 DERBYS
CLUB TROPHYS
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SPECIAL
THUMBS UP..... $139.50

Salvage For Victory. Your Uncle Still Needs That Scrap Rubber

MODERN COIN EXCHANGE

EXposition 3562

1811 WEST PICO BLVD. LOS ANGELES, CALIF.

Marines. This is the second time Lamon has been hit by Jap fire.

The Laymons are finding life near the ocean increasingly fascinating. In fact it's hard to leave in the mornings to come downtown for the business day.

Mac Sanders is working the Arcade business heavily and doing very well. If anybody can convince anybody that they have the equipment to buy and use, it's Mac. A square shooter . . . month in and month out . . . that's Mac.

Fred Gaunt has no worries. His Trojan Novelty Co. is moving along at a rapid pace, thanks to REVIEW advertising and a set policy of making every customer so satisfied he'll come back again, and again.

Bill Markham, record foreman at Ray Thomas Co., received his A-1 and notice of induction for July 13th.

At Southwestern Vending Jimmy Jones and Harry Kaplan fill a full schedule every day taking care of the requirements of Western operators. On July 7th A. Berman, who operates Playland in Bakersfield, made his headquarters at Kaplan's as he picked up new equipment for his Arcade.

—Paul Blackford

Rock-Ola Appoints Pollard

CHICAGO—The appointment of M. A. Pollard & Co. of San Francisco has just been announced as exclusive factory distributors for northern California for the Rock-Ola line.

I. F. Webb, Rock-Ola Vice President in charge of phonograph division, spent several weeks in northern California during the month of June, concluding arrangements for the smooth distribution of Rock-Ola music equipment under the new set-up.

The San Francisco office will be in charge of George Bennett, who in the past has been associated with Rex Vending Company as General Manager, and is well known among the trade.

The Pollard organization is headed by Maurice Pollard, who started in the coin machine business in San Francisco ten years ago. The organization employs over 20 people in the distribution of games and phonographs.

In speaking of the Rock-Ola appointment, Pollard stated, "We are planning to function in every way as a full-fledged phonograph distributor for the duration, and for the good times ahead of our industry after the war.

"Although the Rock-Ola factory is all-out for war production and cannot manufacture new equipment at the present time, we have warehoused quantities of the outstanding 1942 line of phonographs and accessories, so that we can continue serving our customers for some time to come."

Tax Clause Helps Operators

NEW YORK.—Charles Fleischmann, of Baltimore Salesbook Co., is responsible for the fact that the newest of the firm's collection books—the Handyset Location Agreement—incorporates a tax clause to benefit operators under present tax conditions.

Fleischmann says: "Our Handyset Location Agreement not only anticipated the possibility of increased taxation but was so arranged that the operators who signed their locations to this agreement are now fully protected on the payment of this tax with their location owners.

"The paragraph that saved those operators who have already signed their locations, and will help others who promptly get them signed, is paragraph 6 which says 'In the event that any law now existing or which may hereafter be passed by any lawful authority shall require the payment of any license fees, taxes or other charges on account of the use or operation of said equipment, said charges shall be paid by the operator but the amount thereof shall be borne equally by the parties hereto and the operator shall be entitled to deduct the location owner's share of such charge from any sums thereafter due the location owner pursuant thereto, provided, however, that in the event any such change shall make the operation of such machine unprofitable the operator may upon — days' notice to the location owner, terminate this agreement."

Vogt Makes Unusual Offer

SALT LAKE CITY—The R. F. Vogt Distributors are making an unusual offer to operators. The invitation is given to select any equipment you can use, make your best offer and accompany it with a 50% deposit, and the equipment will be sent or your money refunded immediately.

Vogt, a pioneer in the coin machine field, believes that all operators are good business men and will make fair offers for the equipment he has to offer. All of it has been reconditioned to look and operate like new and no junk has ever been offered a Vogt customer.

It is expected that offers by the dozens will be coming to Salt Lake City as the result of the Vogt offer in this issue.

This happy business group was photographed upon the occasion of the awarding of Rock-Ola's distributorship for the Northern California territory to M. A. Pollard & Co. of San Francisco. Left to right: I. F. Webb, Rock-Ola Vice-President, George Bennett, Maurice Pollard.

REAL BUYS

BALLY HI HAND,
late models .....ea. $149.50

SUPER BELL .....ea. 189.50

JUMBO PARADE,
free play .....ea. 99.50

NEW BLUE AND GOLD
VEST POCKETS, metered,
lots of 10 .....ea. 47.50

VICTORY .....ea. 99.50

KNOCKOUT .....ea. 99.50

HERB McCLELLAN COMPANY

1347 W. Washington Blvd.
Los Angeles, Calif.
PRospect 9111

BARON

(Continued from Page 11)

as carefully as any thoroughbred should be. In fact the service is so complete that it might be said they do everything but kiss the dog goodnight.

Second member of the Parr Kennels is Sally, a tan and brown Doberman, who will someday be the mother of Baron's puppies. She, too, has been through the Hollywood Dog Training School and had the complete course with the exception of the protection service.

Fred Sherwood is the trainer responsible for teaching Baron and Sally the many things they have learned. Fred is one of the best trainers in the business. He is deaf in one ear and hard-of-hearing in the other, "which", says Fred, "is a fine thing in training Dobermans."

All in all Parr has a pair of Dobermans he can well be proud of. Woe be it to the individual who attempts to bodily harm him with two such well-trained protectors on constant guard.

Girl Routeman Succeeds

SELMA, Calif.—The ladies have the right of way in industry today, and it looks like the coin machine operating business might be no exception.

Miss Ann Young, daughter of Mr. and Mrs. George K. Young of Selma, California, large Rock-Ola phonograph operators, was given a complete route of approximately eighty-seven games and phonographs to manage for the Young organization.

This opportunity was given Miss Young over a year ago, and she has made the grade satisfactorily. Ann now holds a full job in the company as "route man." In fact the experiment was so successful that Mr. Young recently added a second girl "route man" to his business.

Pretty as a picture, and with her own truck, record cases, title slips, needles, etc., all in apple pie order, Miss Young gets out on the route every morning promptly at eight.

They say she's handy with a screw driver and wrench too. So take warning, all route men!

* * *

"I heard of a hard case along our way."

"What was it?"

"Well, a man was shot. The knife was found at his side. Who do you think poisoned him?"

"Who?"

"Nobody. He hanged himself."

"Did you choke your wife?"

"No. She swallowed a lump of sugar, and I was just trying to keep it from going down."

* * *

"They have a new dishwasher in this restaurant."

"How do you know."

"I notice the difference in the fingerprints on my plate."

* * *

Director: "Now here is where you jump off the cliff."

Actor: "But suppose I get killed or injured?"

Director: "Oh, that's all right. It's the last scene in the picture."

* * *

Convict: "I want you to get a small saw to me the next time you send me a pie."

Wife: "Oh, so you can cut through the bars?"

Convict: "No, so I can cut through the pie."

* * *

Customer: "Why do you have magazines with stories of murders, mysteries and ghosts on that table there?"

Barber: "Well, it makes the customers' hair stand on end and makes it easier to cut."

* * *

"Are you sleepy so soon?"

"Oh, no. It's just my retiring disposition."

* * *

Many a man sees a wolf at the door because his girl saw a fox in a window.

* * *

When a golddigger says she'll go fifty-fifty, she means that she'll supply the appetite if you'll supply the food.

* * *

P. O. Clerk: "Madam, you've put too much postage on this letter."

Woman: "Oh, Heavens! I hope it won't go too far."

* * *

Judge: "Why did you stick your knife into this man?"

Prisoner: "Well, I heard the police coming and I had to hide it somewhere."

London Machine Minded

CHICAGO—Worthy of note is a letter from London recently received by the Atlas Novelty Co. The letter itself reflected the bull-dog tenacity of the English people during the height of the terrific bombardment of London, but it bore out the contention of most coin men that in spite of any and all conditions people were coin machine-minded.

The writer of the letter was an operator who had to change his office three times due to bombings and explosions of mines, but he is still carrying on with his operation and apparently doing so in a successful way.

Here at home indications point to an increased interest in amusement and arcade machines, according to Irving Ovitz. While a few territories are undergoing changes, there are more territories that have opened up greater opportunities than ever before.

Atlas is fortunate enough to have retained its complete staff: trained mechanics, refinishers, office and sales departments. The operator, therefore, is assured expert assistance, and of paramount importance is the fact that Atlas' inventory is so diversified as to give eery operator the opportunity of purchasing whateer he wants from stocks on hand.

Vacationers will continue to frequent resorts, and although they may be close to the larger centers, operators will reap the usual benefits from this fortunate season of recreation.

In readiness for operators of every type of location are consoles, free plays, automatics, phonographs, amusement and arcade equipment. Our facilities for immediate shipment are better than ever and operators are urged to take advantage for their own benefit.

When Will War End?

WICHITA, Kansas—Just when the present war will end is still somewhat of a mystery but M. T. Daniels, vending machine jobber and distributor, mailed out a clever answer the first week in July.

Said Daniels:

Absolute knowledge, I have none,
But my aunt's washerwoman's sister's son
Heard a policeman on his beat
Say to a laborer on the street
That he had a letter just last week,
Written in the finest of Greek,
That a Chinese coolie in Timbuctu,
Who said the natives in Cuba knew
Of a one-legged man in a Texas town
Who got it straight from a circus clown
That a man in the Klondike heard the tip
Straight from a South American's lip
About somebody in Borneo, who
Had heard of a man who claimed it true
That he has a son, whose girl friend
Knows just when the war is going to end.

To which we add that we agree and hope it is a date not too far removed.

Taylor to Washington

LOS ANGELES—Lawrence Taylor who has been employed at the Badger Sales Co. as office manager and secretary to William Happell, Jr., left Los Angeles in early July for Washington, D. C. to take a position in the Bureau of Information.

Wisler Returns

LOS ANGELES—Ed Wisler, Packard Representative for Arizona and New Mexico, has returned to Los Angeles for the duration and is now making his headquarters in West Los Angeles.

JULY, 1942

Subscription Order

COIN MACHINE REVIEW

1115 VENICE BLVD., LOS ANGELES, CALIF.

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1007 Terminal Sales Bldg., Portland, Oregon

Please enter my subscription to THE REVIEW for:

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OPERATOR_____ JOBBER_____

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COIN COUNTERS AND WRAPPERS——
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SLOT MACHINES REPAIRED——
Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: CItrus 1-1093. (SS-C)

WANTED——
Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

SPECIAL——
We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 432 West 42nd, New York City. (JAS-C)

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Thousands of Penny Cigarette Machines to convert into Tax Free machines. W. A. HUFFMAN, Box 751, Taos, New Mexico. (MJJ-P)

FOR SALE——
Kirk Guesser Scales, like new, $80.00; Kirk Horoscope Scales, like new, $65.00; Pioneer Guesser Scales, like new, $40.00; Postage Stamp Machines, $5.00 and $10.00; Kirk Horoscope Scales, used, $25.00 and up. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

MUSIC ROUTE COMPLETE——
125 machines, 500 wall boxes. Cash and terms. Box D, Virgil, Kansas. (JJA-P)

WE BUY, SELL OR EXCHANGE——
Pin Tables, Consoles, Phonographs, Arcade Equipment, Guns, Slots, etc. OPERATORS EXCHANGE, 621 Van Ness Avenue, San Francisco, Calif. (JJAS-C)

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Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 342 West Cerritos Ave., Glendale, Calif. Telephone CItrus 3-3721. (TF-C)

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Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (S-C)

ADVANCE TARGET SKILLS——
or Big Game Hunters, latest style, $20.00 each. Wanted: Small legal games, guns, etc. VARIETY VENDING CO., 4172 West Montrose Avenue, Chicago, Ill. (JAS-P)

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Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of $.....

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A route of Music Machines, regardless of size or location. Please list equipment, condition, and state best price in first letter. Immediate Cash Ready. BOX 485, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (A-C)

FOR SALE——
San Francisco bay district, 300 Scales. Rock-Ola Lo-Boys, Toledos, Horoscopes, all located. Net income, $500.00 per month. Price, $20,000. BOX 425, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (MJJ-P)

BARGAINS, NEW AND USED——
Vendors, Parts and Supplies. Portion Card and Labels Free. U. S. VENDING MACHINE & SUPPLY CO., 1020 Golden Gate Ave., San Francisco, Calif. (10-42-P)

NEED SOMETHING TO SELL?——
If you are looking for a line to add to your present activity; if you would like to find something that offers a terrific profit possibility with immediate return; if you are willing to play ball on a deal that will make you a fortune in short order, write BOX 44P, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (J-P)

FOR LEASE——
Deluxe executive office suite at 1113 Venice Boulevard in Los Angeles. Reception room, private office, washroom and store room on first floor; private office with fire place and private bar (10x13) adjacent, connecting private office; both completely carpeted. Ample easy parking. $60. Inquire 1115 Venice Boulevard, Los Angeles, Calif.

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15 Bally Rolls, in first class condition, for Ten Strikes, World Series, etc. L. BILOW, 2512 Irving Park, Chicago, Ill. (J-P)

CHALLENGER OPERATORS——
Convert to Jap Machines for only $1.00 each. Six or more, 75c each, postpaid. LONGHORN SALES COMPANY, 3311 Ross, Dallas, Texas. (JAS-P)

FOR SALE——
Two Mills 50c Gooseneck Jackpot Bells, $39.50 each; lot ten Caille Cadets, dime, quarter play, $300.00. COLEMAN NOVELTY, Rockford, Illinois. (J-P)

WANT TO BUY——
All kinds of Pace slots, especially Bantams. COIN MACHINE SERVICE, 342 West Cerritos Ave., Glendale, Calif. Telephone CItrus 3-3721. (J-P)

ARCADE FOR SALE——
Penny Arcade, nets $400 to $600 per month above all expenses. A-1 equipment. PLAYLAND, 1221 19th Street, Bakersfield, Calif. (J-C)

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100 USED MILLS

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Twenty-two thousand dollar restaurant, three years old, Colorado, for Music Route. BOX 455, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (JAS-P)

5c SELECTIVE CANDY MACHINES

All types—all kinds reconditioned, like new. Send for free list today! ADAAR COMPANY, 733 South Euclid Ave., Oak Park, Illinois. (JAS-P)

WANTED

Experienced Phonograph Service Man. State salary expected and references in first letter. BARNES MUSIC CO., Selma, Alabama. (J-P)

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4 column, $7.50; moderne Hershey, $1.75; Advance 5c bar, $3.00; Arcor 5c bar, $3.50; Stewart-McGuire, $2.75; New Vendex, $2.00; Dime Razor Blade Vendors, $1.10. NORTHSIDE MFG., Indianola, Iowa. (JAS-P)

FOR SALE

New Genco Gun Clubs, $108.50; New Genco Zig Zags, $108.50. All types of used games. LONG BEACH COIN MACHINE COMPANY, 1628 East Anaheim Street, Long Beach, Calif. (JAS-C)

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You can reach the 15,000 operators in the nation. THE REVIEW offers a complete mailing service to its verified lists. Follow up your advertising in the trade press with individual mailings. You'll find it pays handsomely. We are equipped to cover any city, county, state, group of states or the entire nation in a record short time at the following low rates:

ADDRESSING from our Addressograph plate list.....$15.00 per thousand
Advertiser to furnish mailing piece, stamped, stuffed, sealed or tucked in. We address and deposit with Post Office. Mailing receipt furnished if desired at 50c per mailing additional.

HAND ADDRESSING from our lists .....$25.00 per thousand
We furnish the lists and address by either pen or typewriter, and deposit with Post Office. Mailing piece to come to us complete and ready for mailing after being addressed.

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We address by either pen or typewriter, and deposit with Post Office.

EXTRA SERVICES:
Folding letters, broadsides, circulars, etc.....$1.00 per thousand
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Stuffing envelopes with one enclosure .....$1.00 per thousand
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Tucking in flaps, stamping, sorting, rubber stamping permits, etc., per operation.....$1.00 per thousand

Let us know the amount of territory you desire to cover and we'll give you, by return mail, the exact number of pieces we will require.

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FOR SALE

Three Seeburg Playboys, perfect, $32.50 each. Bally Reliance Dice, 5c play, $22.50; Keeney Anti-Aircraft, dark cabinet, $37.50; Bally Ray's Track, excellent condition, $35.00. KING PIN GAMES COMPANY, 826 Mills Street, Kalamazoo, Michigan. (JAS-P)

FOR SALE

One Rock-Ola Tone Column with Play Master, $295.00. One-third deposit with order. BIRMINGHAM VENDING CO., 2117 Third Ave., N., Birmingham, Alabama. (J-C)

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Excellent business location in REVIEW building. Tile floors, celotex ceilings, large display window, two wash rooms, extra large private office. Ideal for coin machine account. Ample, easy parking. $45.00. Enquire 1115 Venice Boulevard, Los Angeles, Calif.

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Penny Arcade, nets $400 to $600 per month above all expenses. A-1 equipment. PLAYLAND, 1221 19th Street, Bakersfield, Calif. (J-C)

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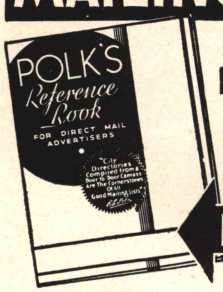

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July, 1942

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STRICTLY INSTRUMENTAL
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IN THE INDUSTRY!

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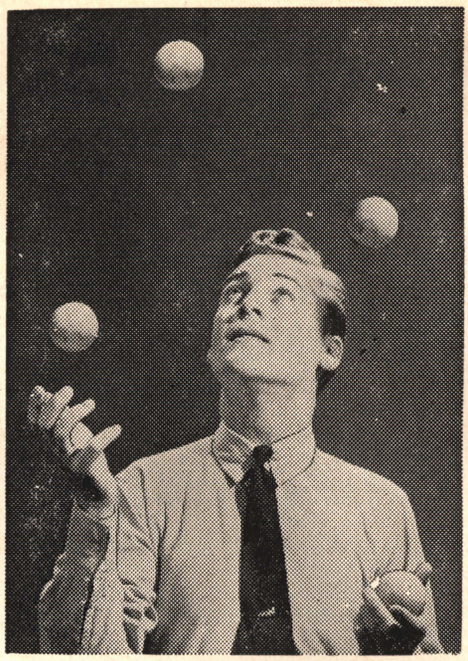
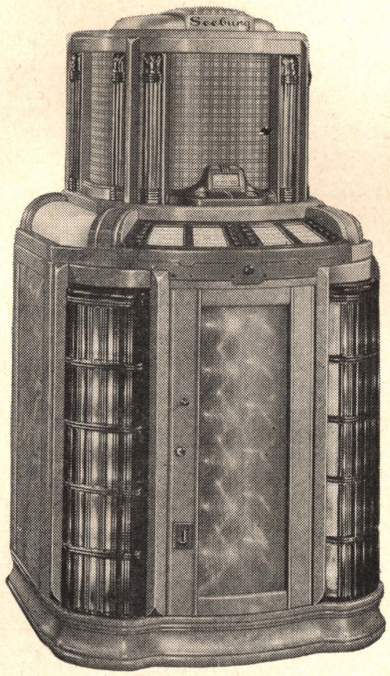
Juggling Looks Easy —

—BUT IT ISN'T



You've watched the juggler on many a vaudeville variety program, tossing multitudinous articles into the air and catching them with ease . . . BUT DID YOU EVER TRY IT? It's not as simple as it looks.

Likewise keeping hundreds of Seeburg operators in the West happy with new and used equipment when the main source of supply for new equipment has been cut off, is not an easy matter either but we at Mape Music feel equal to the task and daily we are adequately "caring for our own."



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America's Finest Musical Instrument

We take a supreme pleasure in "juggling" equipment so that every customer-emergency is taken care of to the delight and satisfaction of the operator.

Whether you operate Seeburg equipment or not, are interested in buying new or used equipment, or in selling some equipment you now have, we know we can be of definite service to you.

We cordially invite you to make use of the facilities and services we have to offer and to learn first hand what it means to enjoy the Mape brand of personalized service.

Won't you come in TODAY?

GIVE THE WORKS TO THE JERKS — BUY BONDS!

E. T. Mape Music Company

1701 W. PICO BLVD.
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GARRISON SALES CO.
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Phoenix, Ariz.

284 TURK STREET
San Francisco

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And just as likely as not . . . Casey did his waltzing to the melodic strains of a Seeburg Coin Controlled Electric Piano. For over forty years . . . through periods of "world adjustments" that ranged through wars, strife, depression, progress and prosperity, The J. P. Seeburg Corporation has continuously . . . year after year . . . originated, developed and popularized practically every major advance in commercial automatic music.

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In the meantime, Seeburg operators have the solemn pledge of this organization and its entire distributorship organization, that we will do all in our power, as long as it does not interfere with Our Country's Victory Drive, to help you "Keep 'Em Playing."

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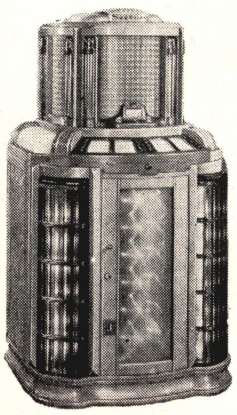

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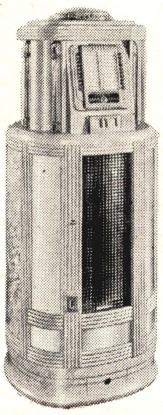

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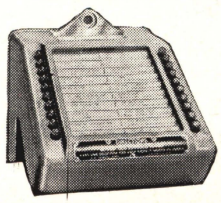
5c-10c-25c
Single Coin Chute



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5c-10c-25c
Single Coin Chute

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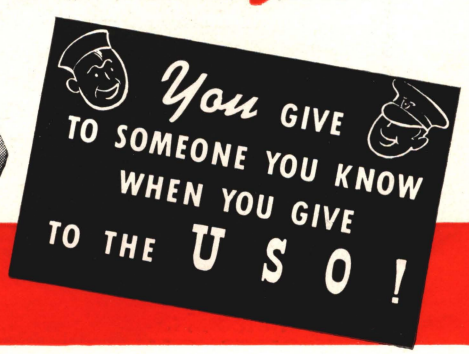

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